



# **Missions of Organizations**

**- Reducing Risk in Management Processes**

## ***Highlights***

- Learn to appreciate the concept of Mission and Vision Statements for corporations, as one of the key members in the management team.
- Learn to Appreciate the need for organizations to change these statements periodically to survive.
- Be introduced to the need to have Mission Statements within the life-cycle of an organization.
- Learn to recognize the key factors that affect the background of Mission Statements, and how to write them – step by step.
- Be guided through the impact of final statements used, and a review of other multi-national corporations' mission statements.
- Gain an insight to the evaluation of the final written mission statements and the work to ensure that the statements fit the key business processes undertaken.
- Be guided to develop changes over time – with a provision to managing the processes and to incorporating revised statements over time – in relation to changing strategy and changing operating environments.
- Sample case studies will be provided to allow participants to have a better appreciation from an operating environment.

**Seminar Facilitator**  
**Mr. John P. F. Cheong,**  
**B.Sc. (Hons), M.Sc., DIC, AMIMechE, MIMI, MMIS, MSIM, MCILT**

**Seminar Duration**  
**1 Day, 9:00am to 5:00pm**

# PI ETA CONSULTING COMPANY

SEMINAR CODE: POD02

## Seminar Background

Many corporations have survived without even a SIMPLE Mission Statement. On the other hand, this has been perceived to be a requirement for many. Some have felt that Mission Statements are merely gimmicks for corporations to demonstrate to their shareholders that they have clearly crystallized internally as to how they would like their businesses to move ahead with the investments from their stakeholders. But, is it just a gimmick or is it a strategic requirement for corporations in order to survive and to continue to position themselves in a highly competitive business arena? Could it be merely an advertising slogan for its staff and shareholders?

So what is all the fuss about? And why are the more successful corporations continuing to adopt this “statement” as a focus for their business strategy. What is its difference with a Vision Statement? How does one write a Mission Statement? Why are Mission Statements different from one corporation to another?

This 1-day intensive program aims to provide one with an appreciation of the theoretical and practical aspects of Mission Statements and how they can be written effectively.

Participants will be taught how to measure a well-written and good Mission Statement. They will be guided to develop closely-related Mission Statements for their own organizations and to understand why these statements need to be changed periodically with a provision for the management processes to reduce timescales, cost and disruption. They will be guided as to how to go about writing such a Mission Statement.

After the Mission Statement is provided, what are the next steps to adopt? How to monitor the business? Is there a need for organizational structure change or overview? Will there be a need for a review of your present goals? How about the progress against these goals? How about the forecast of revenue and profit and some key investments to cater for this change in Mission commitment? Will there be any changes in headcounts? And is there a need to plan ahead for other goals in the next period? These are some of the points that will be discussed in the program.

The program will also include some simple case studies to allow the participants to have a better appreciation of Mission Statements from an operating environment standpoint. It will also cover some areas in conducting feasibility studies and impact analysis including technical, logistical, legal, environmental and financial considerations.

## Seminar Content

- **Introduction & Concepts**
  - Definition of Mission and Vision Statements
  - A Review of the key differences between these 2 types of statements
  - Analyzing their impact on the organization from different perspectives
  - What does a Mission Statement or a Vision Statement tell us?
  
- **Study of the elements of Mission Statements**
  - The impact of Mission Statements to areas like Customer / Market; Product / Service; Geographic Domain; Technology; Concern for Survival; Philosophy; Self-Concept and Concern for Public Image

- **Means of Measuring Effectiveness and Impact of a company's Mission**
  - Evaluation of Components Used in Mission Statements
  - How to write an effective Mission Statement – step-by-step?
  - More Mission Statement examples from corporations
  - Case studies
  
- **Developing and Monitoring the impact / significance of the stipulated Mission for your organization**
  - Review of Organizational changes and Prior Goals
  - Progress evaluation against these goals
  - Review of Revenue and Profit and the Investment required to sustain the Mission
  - Appreciating and Expecting Headcounts changes
  - Reviewing Goals for the next period
  - Case Studies and Exercises

## **Benefits of Attendance**

On completion of the program, participants should be able to appreciate the key dimensions of the mission of an organization and the use of appropriate terms and concepts. They will understand the various aspects of a mission statement and how to write one themselves. Depending on the types of organization and positions of the individuals, each participant should be able to analyze their own organization, identify performance problems and make decisions about the impact of the final mission statements to their respective organizations and their businesses. With that, they should be able to provide a platform to take their company's mission to a higher level.

They will also have an understanding of mission statements of other organizations, and in turn, be influenced by their business focus and structures. The program will also introduce a range of diagnostic and problem solving tools to aid in the analysis of the mission of businesses and the related design and measurement of effectiveness of each of these statements.

## **Who should attend?**

Managing Directors, CEOs, General Managers and all other Senior Managers from HR, Marketing, Finance and Operations, who will be directly or indirectly involved in at both strategic and corporate levels of the organizations. This is important, as the entire process of defining the Mission and Vision Statements must always involve the key managers from all divisions and levels.

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## Seminar Facilitator

**Mr. John P.F. Cheong** is a Business Domain Expert Facilitator with PI ETA Consulting Company. He brings with him both theoretical and practical experiences in senior management positions over the past 30 years. After completing his first degree with Honours in Mechanical Engineering from the University of Birmingham, U.K., he continued with his Masters degree in Management Science / Operations Research at the Imperial College of London with an Overseas Study Scholarship together with a British Bursary research program in England.

Mr. Cheong is presently a senior consultant / adviser for 2 groups of companies. He has been in senior management positions for the past 20 years, which include various diversified commercial groups like Bank of America, Sealand Services Inc, British Petroleum, Tan Chong & Sons Motors, Inchcape Sdn Bhd, Regional Container Line, Samudera Shipping, PSA Corporation and many others. He was also managing directors for several regional groups since early 90's with experiences in the banking/finance, marketing/logistics/distribution, trading, IT, training in various multi-national corporations – mainly in services-related industries. Over the past 3 decades, he has been involved in the development of many related businesses, which will include managing and coordinating with more than 60 locations worldwide. His experience include providing direct management support in the restructuring of many organizations, developing JVs, establishing associated groups and agencies globally. He was involved directly in various turn-key projects in Singapore and neighbouring countries of Malaysia, Thailand, Indonesia, India, Australia, Taiwan, China (including Hong Kong), Cambodia and Vietnam.

Mr Cheong has also been a part-time lecturer in graduate and post-graduate courses with various universities and educational institutions over the past 2 decades. The related subjects and seminars will include the areas in International Business, Organizations Structure and Design, Theories of Management and Cost & Project Management and Systems Management.

Despite his busy schedule, Mr Cheong has been actively involved in community and welfare services for more than 20 years – being chairmen and council members over the last 10 years in various welfare services, family services centres, childcare / kindergarten centres, multi-services centres for the elderly and destitute homes for the elderly. He is also active in church services and is presently the volunteered chairman of a Cooperative with no less than half-a-dozen of profitable businesses.

**For more information, please contact PI ETA Engagement Resource (PEER) Group at**  
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