

**PI ETA CONSULTING COMPANY**

# **Missions of Organizations**

---

The Alpha, #03-16A, 10 Science Park Road, Singapore Science Park II  
Singapore 117684, Republic of Singapore  
Tel: +65 634 100 10 | Fax: +65 634 100 20 | Email: [marketing@pi-eta.com](mailto:marketing@pi-eta.com)

---

## **OUTLINE FOR MISSIONS OF ORGANIZATIONS, A 1-DAY PROGRAM**

- **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

For more information, please contact **PI ETA Engagement Resource (PEER) Group** at  
Tel: +65 634 100 10 | Fax: +65 634 100 20 | Email: [marketing@pi-eta.com](mailto:marketing@pi-eta.com) | Website: [www.pi-eta.com](http://www.pi-eta.com)

## **PROGRAM FACILITATOR**

**Mr. John P. F. Cheong**

**B.Sc. (Hons), M.Sc., DIC, AMIMechE, MIMI, MMIS, MSIM, MCILT**

**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.