



The Business Vision and Mission

Week 3



Visi-misi

- Jiwa dari lahirnya bisnis
- Menjamin kesuksesan jangka panjang
- Meggerakkan seluruh anggota perusahaan/organisasi

Profit vs Visi-Misi



Proses mengembangkan Visi dan Misi

- Dibuat sebelum menentukan dan mengimplementasikan strategi
- Kelompok diskusi
- Melibatkan pimpinan, manager, dan karyawan

Pendekatan untuk mengembangkan visi dan misi

- Mengumpulkan beberapa contoh visi dan misi
- Memberikan ide pernyataan visi dan misi
- Menggabungkan pendapat
- Menentukan pernyataan visi dan misi
- Mengkomunikasikan pernyataan visi dan misi
- Ditulis ke dalam bentuk dokumen

Mengkomunikasikan visi dan misi

1. Education
2. Authentication
3. Motivation

Kaidah pembuatan Visi

- SMART
- Specific : fokus ke area yang jelas
- Measurable : target capaian dapat diukur
- Achievable : target bisa dicapai
- Relevant : kondisi terkini
- Time bound : target waktu jelas

Komponen misi

1. Customer

We believe our first responsibility is to the doctors, nurses, patients, mothers, and all others who use our products and services. - Johnson & Johnson

2. Product/ service

AMAX's principal products are molybdenum, coal, iron ore, copper, lead, zinc, petroleum and natural gas, potash, phosphates, nickel, tungsten, silver, gold, and magnesium. - AMAX Engineering Company

3. Markets

Our emphasis is on North American markets, although global opportunities will be explored. (Blockway)

Komponen misi

4. Technology

We will continually strive to meet the preferences of adult smokers by developing technologies that have the potential to reduce the health risks associated with smoking. - RJ Reynolds

5. Concern for survival, growth, and profitability

To serve the worldwide need for knowledge at a fair profit by adhering, evaluating, producing, and distributing valuable information in a way that benefits our customers, employees, other investors, and our society. - McGraw-Hill

6. Philosophy - What are the basic beliefs, values, aspirations, and ethical priorities of the firm?

Our world-class leadership is dedicated to a management philosophy that holds people above profits. (Kellogg)

Komponen misi

7. Self-concept - What is the firm's distinctive competence or major competitive advantage?

Crown Zellerbach is committed to leapfrogging ongoing competition within 1,000 days by unleashing the constructive and creative abilities and energies of each of its employees. - Crown Zellerbach

8. Concern for public image - Is the firm responsive to social, community, and environmental concerns?

To share the world's obligation for the protection of the environment. - Dow Chemical

9. Concern for employees - Are employees a valuable asset of the firm?

To compensate its employees with remuneration and fringe benefits competitive with other employment opportunities in its geographical area and commensurate with their contributions toward efficient corporate operations. - Public Service Electric & Gas Company

Group Assignments

- Buat kelompok dengan anggota 5 orang
- Cari 5 perusahaan
- Analisis visi dan misinya apakah sudah sesuai dengan kaidah dan komponen visi dan misi dengan cara:
 1. dengan cara buat tabel/matrix di sisi kiri tabel tulis kaidah dan komponen visi dan misi dan sisi atas tabel tulis nama perusahaan.
 2. Berilah tanda check list jika masing2 pernyataan visi dan misi sudah sesuai dengan kaidah dan komponen visi dan misi
- Berdasarkan analisis visi dan misi tersebut, pilih salah satu dari 5 perusahaan dan buatlah strategi untuk perusahaan tersebut agar mencapai visinya.

Presentasi

- Buat kelompok dengan anggota max 5 orang
- Buat ppt berisikan materi disertai dengan pembagian presenter untuk menyampaikan materi
- Semua kelompok wajib membuat ppt setiap minggunya dan dikumpulkan paling lambat 1 hari sebelum kuliah berlangsung (Rabu) melalui email
- Sistematika presentasi:
 1. Kelompok yang presentasi diacak setiap minggunya
 2. Presenter diacak
 3. Kelompok yang sudah maju tetap harus siap presentasi