

Assurance of Learning Exercise-Mission Statement and Strategy Evaluation

This exercise shows the importance of setting mission statements and strategic planning in a clear manner for company survival and growth. It is made up of two parts:

Part I-Mission statement evaluation

Part II-Strategy Evaluation

Part I-Evaluating Mission Statements

A mission statement is an integral part of strategic management. It provides direction for formulating, implementing, and evaluating strategic activities. The exercise will give you practice evaluating mission statements, a skill that is a prerequisite to writing a good mission statement.

Instructions:

1-Write the mission statement of two companies in different categories or activities listed on the Kuwait Stock Exchange , such as a bank, a mobile phone company, or a retail company.

2-Write the nine mission statement components down on the left-hand side column,and the companies on the top of the paper

3-Write a "yes" or "no" state beside each component to indicate whether you feel the mission statement has included the respective component. For any component that you record a "no", give a good sentence to encompass that component.

4-Which mission statement is more attractive?