M2D1: Vision

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J&J has set the company’s credo on the principles of “corporate social responsibility”, even when this term was unknown to the world. The company considered it its responsibility to provide high quality products and services to its customers. Moreover, it also believes that all the products must be customer friendly with reasonable costs. On their official website, J&J has clearly mentioned under its credo that it is responsible to the community all around the world. The company strives to help people to live healthier, by supporting good works ("Our Credo", 2019). During the crisis, Johnson & Johnson didn’t forget its values and it performed its social responsibility with great care. Similarly, it didn’t compromise with public safety, even it had to bear loss of million dollars. The chairman of the company, formed a seven member strategy team to respond to the negative coverage by the media and spread a message that not to consume Tylenol products ("The Johnson & Johnson Tylenol Crisis", 2019). At the same time, the company stopped making and marketing of Tylenol products. Moreover, the company also withdrew the packages for Tylenol from the stores, so that the risk could be minimized. In addition, the company just not openly communicated the crisis but also provided financial assistance to the effected families. It is an example of living its vision.

 Similarly, a vision is an idea or image on the basis of which a person or company wants to function. Having a clear vision helps to achieve the goals and pursue the dreams. At the same time, it assists to overcome the obstacles in the ways of development. In order to achieve greatness a company needs to set a vision (Collins and Porras, 1991). Likewise, a well-defined vision guides to emphasis and build a purpose which will lead towards success. Moreover, a strong vision links with passion and potentials of the organization and helps the employees to know what and why they are doing it. However, in organizations, a vision used in two different conducts such as motivation and forecast. Firstly, it is used to motivate the individuals to achieve the targets and goals of the organization. Secondly, it also helps to predict the challenges in the future and function accordingly. When a company sets a vision, it is specifically aligning its employees and giving them a direction to follow (Eitel, 2018). A successful leader always has a vision, which gives the power to see the future and stay focused. Therefore, a vision sets a target to use the resources and skills appropriately. A person in a leading position in an organization, needs to communicate the vision with the employees.

 Vision is the foundation of an organization’s culture. Therefore, all the leading companies in the world have set vision, which reflects on values and standards of those companies. For instance, the vision of Amazon.com is to be the world’s most customer oriented company, which may facilitate the customers with anything they desire to buy at reasonable prices. Basically, the idea came to provide the facility of online shopping to save the time of the people. Thus, the company made it real and it has number of loyal customers. Now, it is making a profit because it has communicated its vision to its customers. In return, the customers trust the company products. Similarly, Disney sets its vision, “To make people happy”. All its effective strategies made it popular throughout the world in the entertainment industry. It is a dream of every child to visit Disneyland amusement park once in a lifetime. At the same time, vision of the company has helped it to focus on its growth and development.

 In conclusion, Vision gives a persistence to any person or company for moving forward and achieving goals.

**References**

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