M2A3: How Important are Vision and Mission?

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The perception of an individual to foresee a plan, its execution and turning it to reality through sheer effort and wisdom is called vision. People make a lot of vague wishes in their life which they cannot fulfill. On the contrary, a vision comes from the future and rejuvenates present such that the individual who has foreseen executes it with real efforts and results. The power of the vision is to create energy that pulls in different ideas, people and resources entitled to make a change. Vision is the only tool through which people and organizations can achieve a goal or the results they aspired.

The most important aspect of successful leadership is to visualize and articulate the future of an organization (Ndalamba et al., 2018 ). Most often great business leaders are described by their vision and strategic ability to achieve what they aspire for their company. The most important aspect on the part of a visionary leader is to communicate with clarity and passion so that the team around him gets inspired and motivated to take actions. A visionary leader plays a key role in achieving goals and targets for an organization. He ensures through his wisdom and leadership qualities that everyone is motivated by an evident passion for achieving a common goal.

Human beings aspire to grow, improve and achieve. Life revolves around a purpose and life without purpose is meaningless. A leader is one who accesses a problematic situation, develops a strategy to counter difficulties and passionately brings a way forward. The most important attribute of a visionary leader is that he is sharp and is clear about his vision. This vision guides him to minutely access the smallest details with a focus to achieve perfection. Vision helps the leader to challenge him, take responsibility for everything and to inculcate positivity within the team.

There is also a need to complete the vision that the company has formulated. To complete long term vision of an organization the organization or leaders set up short term goals which set up the desired future state of an organization. The mission statement serves the agenda of an organization (Toh & Koon, 2017). A mission statement serves all vendors, shareholders, customers, and clients of the organization and clears the purpose of an organization. It sends a clear message to the Shareholders that the company wants to achieve its purpose.

In this age of globalization, different organizations thrive hard to achieve success. There is a lot of competition, and only competent organizations survive. The organization needs visionary leaders who will not only enable survival rather they will ensure the success of their organization (Marx, 2018). The success of an organization can be possible if an organization makes a vision statement that differentiates from its competitors. It provides a realistic, credible and attractive vision statement so that shareholders, vendors, and customers remain committed and energized. A visionary organization creates a bridge between the present and future while establishing a standard for excellence. Practically, the vision of the organization teaches the reason of organizations presence within the employees and shareholders. A view provides a goal that employees have to achieve through efforts. It enables to increase the efficiency and productivity of the employees to achieve the desired results.

To fill in the position with big titles does not guarantee success. If you are not a leader, then you will worsen your position and also become harmful to your organization. A person who does not have a vision is directionless and is not able to deliver result timely. A Poor leader cannot pursue his goals and will be useless to any organization. When a leader is incapable of giving explicit instruction, then it will lead to frustration on both ends causing complete failure of both organization and the individual. It causes employees to leave the industry. Most of the employees feel burnout because of the poor leadership which is incapable of recognizing their efforts.

When a blind leads a job, he cannot align his team around a clear and achievable mission. Leaders produce a result. They do not present themselves as the smartest person instead they recognize their pitfalls. Weak leaders will lack good communication. They are incapable of communicating effectively around mediums, constituencies, and environments. Lack of communication will engender high-stress levels and will cause instability and will result in dissatisfied peers and clients.

Similarly, a weak leader will not be able to assess the market situation. The global market is changing rapidly, and the company's services are not able to meet the requirement of their customers. To fill the vacuum created by poor leadership will initiate a new fight of power among higher executives which will degrade its strengths even more. When Poor leaders lead a team, then it becomes the habit of leadership to focus on position rather than growth. So, both the leader and the company perish at the same time.

The critical aspect of an organization is to meet the needs of their employees. It is a vision that attracts people from different backgrounds to come together and work as a team. An organization without vision lacks clarity and focus. If an organization does not have a vision, it means it does not know what it wants to achieve. When you do not have a clear direction, you cannot move forward. There will be no strategic plan for an organization to pursue. Strategic planning is necessary to analyze internal and external factors affecting the business, but if an organization is not clear about it and the employees are ambiguous about their future, the organization will not be able to move forward. Without a vision of companies, the future is compromised and will not ensure change and improvement.

**References**

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