

Development of a mission assessment algorithm of an organization

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Abstract

Fragmental acquaintance with the structure of the mission leads to its superficial perception, which ultimately affects its effectiveness. As a result, the mission ceases to be a source revealing the purpose of the organization. To eliminate the existing deficiency in the present, the approach of Campbell and Yeung is used, which allows to obtain an objective compression of the content of a small formulation into the norms of behaviour. Such an approach is considered in the combination of two positions: in the context of a "sense of mission", which should be understood as a possibility of the organization's mission and in terms of a "strong mission".

Keywords: effectiveness, formulation, norms of behaviour, procedure, realization, life cycle

1 Introduction

Despite the fact that there are many methods of creating a mission, modern organizations still do not have a clear understanding of their purpose [1, 2]. The accentuated problem is the lack of an instrument creating a common understanding of the mission's meaning [3]. In this regard, the object of the study is a mechanism configured to preserve the organization's purpose throughout the organization's life cycle, giving the opportunity to not only implement a business idea, but also to carry out the chosen strategy.

2 Formulation of the problem.

The purpose of the study is to develop an assessment procedure for the mission of the organization, ensuring

effective access to it by all employees of the organization.

Objectives of the study:

1. Investigation of features of the estimated mission assessment mechanisms.
2. Analysis of the Campbell and Yeung's diamond-shaped model.
3. Development of the procedure's implementation.
4. Implementation of the procedure on a specific project.

3 Results

The considered approach, is an orientated result of a continuous and long process, allowing to obtain effective means of the evaluation of a business idea in the course of its realization [4, 5].

References

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