

Specification of Competency Standards
for the Information & Communications Technology Industry
Unit of Competency

Functional Area - Strategic Management

Title	Formulate vision and mission statements
Code	111215L6
Range	This UoC involves formulating the vision and mission statements for the entire organisation to support the long-term and strategic objectives.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess the knowledge in the subject area</p> <ul style="list-style-type: none"> • Experienced in discovering core ideology and envisioned future of the organisation • Aware of the current trends, opportunities and global economic development of the organisation's sectors • Understand the issues related to an organisation's business and the CIS industry • Extensively experienced with articulating the envisioned future of the organisation by having insights of the industry as well as the long term and sustainable vision with well supported data, analysis, research and other references • Extensively experienced with formulation of mission and vision statements <p>2. Formulate vision and mission statements</p> <ul style="list-style-type: none"> • Steer the business strategy formation team to understand the issues related to both business and organisation • Define the future state of the organisation; taking in consideration of strategic direction and potential transformation opportunities • Identify information required for analysis of business trends • Formulate the vision and mission statements for the entire organisation to support its long term as well as strategic objectives using the relevant data, through analysis, market research and intelligence • Ensure the formulation process follows proper standards and recognised methodologies in compliance with local and/or international regulatory laws • Prepare and present the newly formed vision and mission statements to the board and other stakeholders for approval <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure the formulation process abide to local and international laws • Always take into consideration and strike a proper balance among all related technological, political, social, environmental and legal factors • Always strike a proper balance of interest among all stakeholders
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to :</p> <ul style="list-style-type: none"> • Formulate the vision and mission statements for the entire organisation, capturing the development trends of the global economy and ICT industry to support its long-term and strategic objectives. • Present the vision and mission statements professionally to stakeholders to gain approval
Remark	