

Human Resource Unit 1

Student's Name

Institution Affiliation

Human Resource Unit 1

Part One

The mission statement is vital to the overall strategy of an organization as it states the purpose of the organization and acts as a clear guide for all decision-making within the company. An effective mission statement will guide the company forward, focus the energy and attention of those within the organization, and helps spark new and creative ideas (Kirkpatrick, 2016). The mission statement therefore helps articulate the purpose of the company and indicates why the company exists, what it does, how it does what it does, why it does what it does, and who it benefits by doing what it does. The three mission statements provided each has its own strengths, weaknesses, and effectiveness.

The first mission statement only tells us how the company does what it does but does not detail what the company does or its purpose. The reason for the existence of the company is not known. The strength of the first mission statement is the clarity and conciseness of how the balance between personal and professional lives has been stated. It is an ineffective and poorly written statement as the purpose is not well articulated, clear, or concise. Similar to the first mission statement, the second statement also does not state the reason for the existence of the business as it only manages to state how it does what it does and whom it does it too.

The strength of the statement is in the fact that it tells the world how it cares for its employees and how committed the organization is in creating and providing a better work environment. However, it is still a weak statement that fails to clearly state the purpose of the organization. Its effectiveness is in the fact that it focuses on the wellbeing of the employees. The third mission statement also fails to state the purpose of the organization. It is a poor and ineffective statement as it details the vision of the organization rather than the mission.

Part Two

Starstruck is a large integrated telecommunication company that operates throughout North and South America. The company provides a variety of services including voice and data, and financial products and services to public sector clients, businesses, and consumers. The organization also offers SMS services, mobile money, prepaid and postpaid voice plans, national and international roaming for its clients in different companies, and a variety of other services. The organization is headquartered in New York, has annual revenues that average \$8 billion US dollars and serves approximately 120 million customers across North and South America. The company was founded in 1963 and sells its products and services through retail outlets and dealers.

A human resource mission statement is vital as it provides a philosophy and outlook that guide the organization towards the effective recruitment and management of the workforce in a way that helps make the company successful (Reeves, Haanaes, & Sinha, 2015). The human resource mission statement for the organization is;

“The human resource department will utilize collaboration and strategic partnerships to develop and retain a diverse and high-performing workforce and foster a safe, productive, and healthy workplace environment for the employees and their families, the organizational department, and the general public in a bid to maximize both individual and organizational potential, and position Starstruck as the employer of choice.

References

Kirkpatrick, S. (2016). *Build a better vision statement: Extending research with practical advice.*

Lanham: Lexington Books

Reeves, M., Haanaes, K., & Sinha, J. (2015). *Your Strategy Needs a Strategy: How to Choose and Execute the Right Approach.* Boston Harvard Business Review Press