

Professional Value

BMGM5005

Week 2: Organizational Culture and Environmental Analysis

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Mission, Vision, Values, Aims and Objectives

Mission, Vision and Values

- **Values statement**, also called the **code of ethics**

Behavior & Attitude

Vision Statement

Mental image of the ideal state that the organization wishes to achieve in the future

Ritz-Carlton vision statement is “**to inspire life’s most meaningful journeys.**”

The company is all about the fun and satisfaction of the needs of the clients. It does this by:

- **Being inspirational**
- **Prioritizing meaningful journeys**

**SHEP
TV**

\$2,000



Examples of Vision Statement

- BBC: “To be the most creative organization in the world”
- Disney: “To make people happy.”
- Google: “To provide access to the world's information in one click”
- IKEA: “To create a better everyday life for the many people”



Mission Statement

A mission statement is defined as an action-based statement that declares the purpose of an organization and how they serve their customers. This sometimes includes a description of the company, what it does, and its objectives.

- Core Values
- Organization's Personality

The Ritz-Carlton Mission Statement

The Credo

The Ritz-Carlton is a place where the genuine care and comfort of our guests is our highest mission.

We pledge to provide the finest personal service and facilities for our guests who will always enjoy a warm, relaxed, yet refined ambience.

The Ritz-Carlton experience enlivens the senses, instills well-being, and fulfills even the unexpressed wishes and needs of our guests.

(The Ritz-Carlton, 2023)

To refresh the world...
To inspire moments of optimism and happiness...
To create value and make a difference.



Our mission:
To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.



Our mission: To give everyone the power to create and share ideas and information instantly, without barriers.

Mission statement – Levi Strauss

People love our clothes and trust our company. We will market the most appealing and widely worn casual clothing in the world. We will clothe the world.



BMW

Mission Statement:

The BMW Group is the world's leading provider of premium products and premium services for individual mobility.

Business Culture

- # Anymore?



Ten things we know to be true - Google

- Focus on the user and all else will follow
- It's best to do one thing really, really well.
- Fast is better than slow.
- Democracy on the web works.
- You don't need to be at your desk to need an answer.
- **You can make money without doing evil.**
- There's always more information out there.
- The need for information crosses all borders.
- You can be serious without a suit.
- Great just isn't good enough.

Aims & Objectives

A business aim is the overall **long-term target or goal** of the business, whereas business objectives are **the short-term steps** a business needs to take to meet its overall aims.

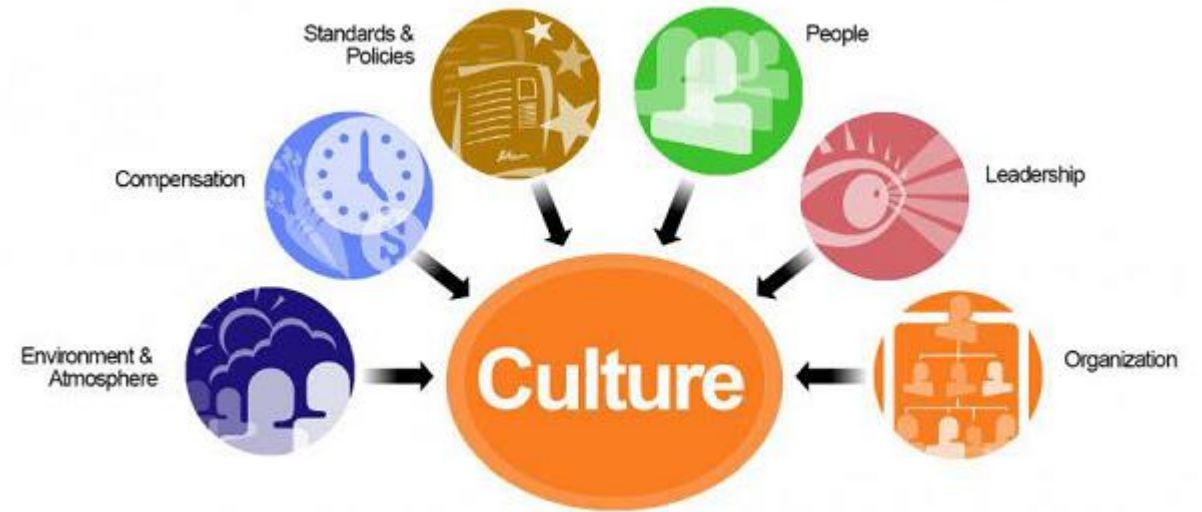


SMART

- **S – Specific:** Objectives are aimed at what the business does, e.g. *a hotel might have an objective of filling 60% of its beds a night during October.*
- **M – Measurable:** The business can put a value to the objective, e.g. *To achieve £10,000 in sales in the next half year of trading.*
- **A – Achievable:** The objectives should be agreed by all those concerned in trying to achieve the objective
- **R – Realistic:** the objective should be challenging, but it should also be able to be achieved with the resources available.
- **T- Time specific:** they have a time limit of when the objective should be achieved, e.g. *by the end of the year.*

Activity - Discussion

- Why company culture is so important?
- What is the role of HR?



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(Google, 2023)

Activity - Case Study Frank - Charlie Javice

15 minutes reading

The link is in week 2

How Charlie Javice Got JPMorgan to Pay \$175 Million for ... What Exactly

A young founder promised to simplify the college financial aid process. It was a compelling pitch. Especially, as now seems likely, to those with little firsthand knowledge of financial aid.



Frank - Charlie Javice



Forbes 30 Under 30 list in finance in 2019

- Created 4.265 million **fake customer accounts**—for which Javice paid a data science professor \$18,000
- May be exploit students' data for profit

Fraud \$175 million

'Listen, these old people don't understand, this is how it works, you fake it 'til you make it.'

=

Value

(Alexandra and Iain, 2023)



IT'S TIME FOR
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Marco Environment Analysis

- Or External Environment Analysis
- Understanding the organizational environment to identify opportunities and deal with threats
- Gathering, analyzing, and using the information to improve organizational performance.

PESTEL Analysis

- **P** – Political
- **E** – Economic
- **S** – Social
- **T** – Technology
- **E** – Environmental
- **L** – Legal



Political

- Government Policies
- Foreign Trade Policies
- Tax Policy
- International Organization Membership
- Brexit



Trade Agreement

- Singapore Digital Economy Agreement
- Japan Comprehensive Economic Partnership Agreement
- Norway, Iceland and Liechtenstein Free Trade Agreement



Economical

- Exchange Rates
- Economic Growth or Decline
- Globalisation
- Inflation



Economical

- Interest Rates
- The cost of living
- Labour costs
- Consumer spending





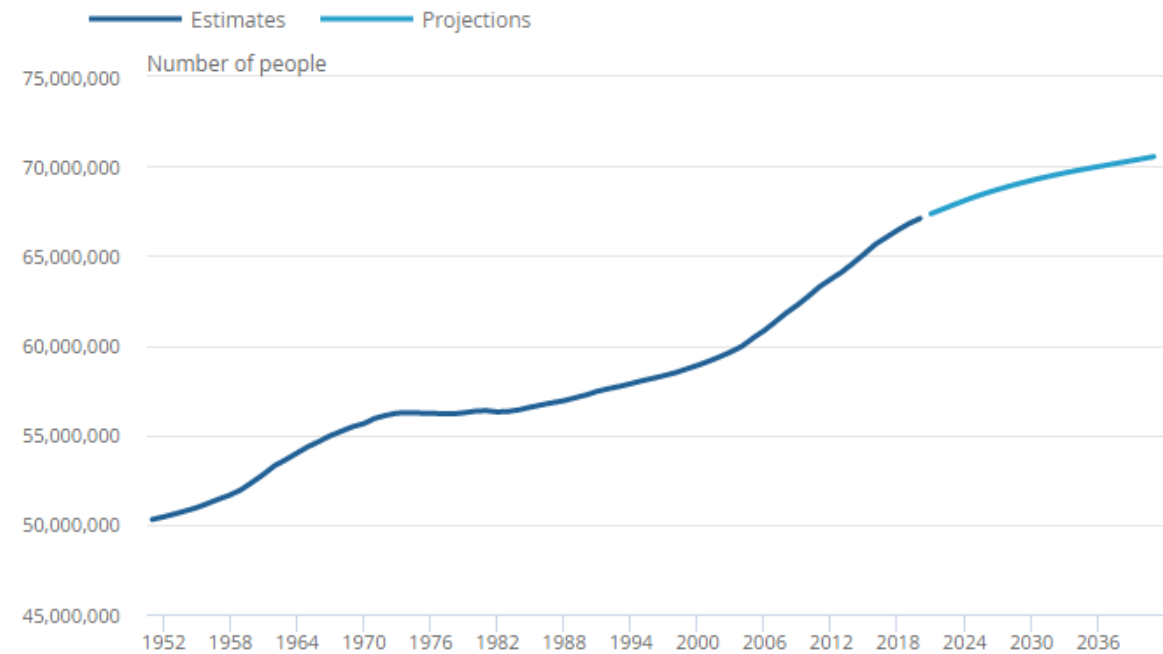
Socialization

- Demographic Data
- Characteristics
- Lifestyle
- Cultural Norms
- Expectations such as career attitudes and work-life balance

UK Population

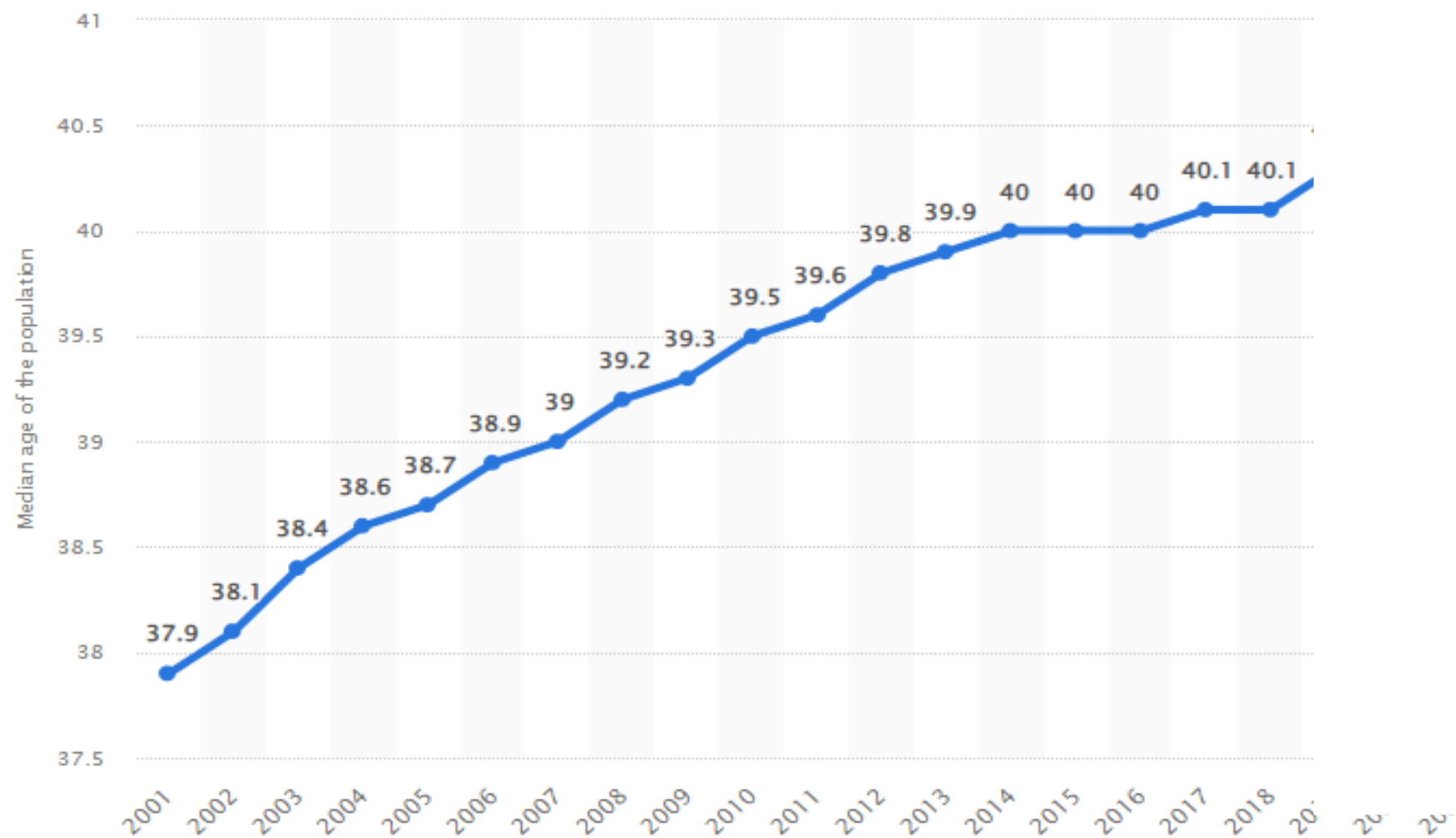
Figure 1: The UK population has grown year-on-year since 1982

UK population estimates and projections, mid-1951 to mid-2041



(Gov, 2022)

Median age of the population of the United Kingdom from 2001 to 2021



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Release date

December 2022

Region

United Kingdom

Survey time per

2001 to 2021

Citation format

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(Clark, 2022)



The Telegraph

Example – France Lifestyle

- The **weekly working hours are 35** (7 hours a day, five days a week). Hours worked beyond this quota are compulsory paid as overtime.
- French law is very strict with limiting employee's working hours. Employees cannot work more than **10 hours a day**, 44 hours a week (on average of 12 weeks), unless specified on the collective agreement.

Otherwise....



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HOSPITALITY
AND
TOURISM
MANAGEMENT



Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Technological

- Production Techniques
- Logistics
- E-commerce Technologies
- Automation
- ChatGPT



Automation – Amazon





CNET

Highlights

Automation - Restaurant



FOOD ROBOTS 2023



Environmental

- Natural Disasters
- Pollution levels
- Weather Patterns
- Global Warming
- Environmental Regulations
- Recycling



Air Pollution – Talents Leaving





Legal

- Health and safety
- Equality
- Consumer Rights and Laws
- Product Labelling
- Product Safety



Legal

- Standard
- Companies Acts
- Charities Legislation
- Competition Legislation



An insight into the business legal environment

- All businesses have to comply with certain legislation. Failure to do so puts the business at risk and can lead to fines or legal action.
- In the UK, organisations need to comply with the following examples :



- ✓ Consumer Rights Act 2015
- ✓ Sales of Goods Act 1987
- ✓ The Consumer Contracts Regulation 2013
- ✓ The Consumer Protection from Unfair Trading Regulation [2008][CPRs]
- ✓ The Consumer Protection from Unfair Trading Regulations 2008
- ✓ Fraud Act 2006 – Sections 2 and 11

How to conduct a PESTEL Analysis?

- Identify the scope of the research. It should cover present and possible future scenarios, and apply to the industry and areas of the world in which the business operates.
- Decide how the information will be collected and by whom. Identify more than one person to gather data to bring diverse evidence and perspectives.
- Identify appropriate sources of information. You may find areas of PESTLE are a bigger focus to your industry than others but exploring information for all of them will give you a bigger view of the external environment.

(CIPD, 2023)

- Gather the information – you can use the template below.
- Analyse the findings.
- Mark each item in terms of importance in relation to potential risk to the organisation.
- Identify the business options to address the issues.
- Write a discussion document for all stakeholders.
- Disseminate and discuss the findings with stakeholders and decision makers.
- Decide what actions need to be taken, and trends to be monitored.

(CIPD, 2023)



IT'S TIME FOR
COFFEE

Microenvironment Analysis

- Or Internal Environment Analysis
- Understanding the organizational environment to identify opportunities and deal with threats
- Gathering, analyzing, and using the information to improve organizational performance.

SWOT Analysis

➤ **S** – Strength

➤ **W** – Weakness

➤ **O** – Opportunities

➤ **T** – Threats



Strength

- What's working for your business internally right now
- What do we do well?
- What have our customer told us they like about?
- What is the uniqueness?
- What assets we have?



Weakness



- What can we improve?
- What are our customer dissatisfied?
- Where do we far behind compare to the main competitors?
- Where are we lacking knowledge or resources?

Opportunities

- What trends we can take advantage?
- Any geographic benefits?
- Any potential business?
- Any Events?
- Any opportunities?



Threats

- What is our competition doing?
- What market trend we are not prepared for?
- What is the political factor can affect us?
- What is the economic factor can affect us?



Activity – Presentation (Next week)

- Prepare a presentation
 - A PESTEL Analysis presentation for a selected country

Next Week...

- Recruitment Strategy
- PESTEL Presentation



List of Reference



I look forward to seeing you next week.

If you have any questions in the meantime, please send an email from your student account to k.chong@uwtsd.ac.uk

Thank you so much

