

Mission

In recent decades there has been an emphasis on a series of factors that companies have been including over the years, some of them we have already seen previously as the justification of the company, the turn, among many others. Each time different authors have been given the task of providing their definitions, which over the years have been enriched and today are an important part in the creation of companies, this because these authors have studied and researched and as a result of this they have provided us with valuable concepts that have served as a reference to do things well. One of these contributions is to provide the company with a "mission".

¿ What is a mission? The mission of the company is to be, or in other words it must answer the question what did they create it for. When the mission is established in the company it is because it really lives that philosophy that has been embodied as a mission, both managers and the rest of the staff must know the reason for doing their job. In many organizations it is common for managers, partners and employees not to know their mission, this because it was elaborated and was only embodied in a paper, or is hung in a place but does not live within the organization.

Or the case may be the opposite, it may not be hung or it may not have been elaborated, but all the staff or most of them are very clear about the mission and work every day to make it happen. The mission can make the difference between a company and its competition, it is hard work that has to be done but it is not only about physical effort, but the effort to infect each worker so that he lives the mission of the company and it is easier for him to preach it with his example, making a chain between each member of the organization.

Reference:

Ballvé, a. Y debeljuh, p. (2006). [Misión y valores. La empresa en busca de su sentido.](https://books.google.es/books?id=qeml0gkxvn0c&printsec=frontcover&dq=mision+de+la+empresa&hl=es&sa=x&ved=0ccqg6aewawovchminvkjl7_xwivhlgSch1r1qrw#v=onepage&q&f=false)
https://books.google.es/books?id=qeml0gkxvn0c&printsec=frontcover&dq=mision+de+la+empresa&hl=es&sa=x&ved=0ccqg6aewawovchminvkjl7_xwivhlgSch1r1qrw#v=onepage&q&f=false