**Vision Change Analysis Expectations**

The Vision Change Analysis paper enables you to focus on concepts and theories and to apply this knowledge to real world situations: within your own organization.

Students are encouraged to make every effort to find a change situation within their own organization (where they work now or where they worked in the past) to analyze in this paper.

For the ‘Vision” Change Analysis paper it is required to do the following:

1. Review the concepts and theory for a specified content area organizational change management.
2. Write a two to three page analysis (double spaced) on the application of the change management concept as it applies to their organization

The following format should be **followed**:

1. Introduction
2. Briefly explain the strategic change initiative
3. Briefly explain the importance of the Images or Vision concepts and its application to a strategic change initiative
4. Application Analysis
5. Gather information within your organization or through the case study that supports the strategic change initiative.
6. Address each concept and apply it to the strategic change initiative based on the information you gathered or found in the case.
7. Lessons Learned
8. Briefly explain what you have learned by applying the concept to the strategic change initiative.
9. Based on what you learned, explain **in some detail** how a practicing manager could use this knowledge to better manage change.
10. Identify any mistakes that were made in using the change concept and how you would fix the situation.

**This Change Analysis Paper:**

**Due Week 5: Change Analysis Paper “Vision.”**

The “Vision” paper focuses on the development of the following:

1. Vision Statement: a picture or story of our future and what we are going to become.
2. Mission Statement: overreaching reason for existing and aim or highest purpose.
3. Strategy: identifies the key approaches in which we will implement the vision and defines the competitive advantages that will lead to winning in the marketplace.

For example: Best Buy.

Vision: To be at the intersection of technology and life

Mission: We improve people’s lives by making technology and entertainment products affordable and easy to use

Strategy: Standard operating procedures, store openings and customer experience.

The student’s responsibility in preparing this paper is to develop vision, mission, and strategy statements for their organization. In addition, the student is required to support these statements with information from their organization or the case and explain how valuable these statements can be to an organization. How can the vision, mission, and strategy drive change in the organization? How can the vision, mission and strategy statements put limits on the organization when it comes to change?