VISION, MISSION, VALUES, AND STRATEGIC DIRECTION: A PRE-SCHOOL LEARNING CENTRE

(A hypothetical business)

*Vision*

To be one of the most sought for pre-school learning centres and a first stepping stone of known business personalities and educators in the capital city of an identified state.

*Mission Statement*

To provide educational foundation that is responsive to the changes of times while maintaining its edge in the industry along children’s critical areas of early development- academic, social, psychological, and ethical.

Target enrolees are pre-school children of Class A and B families in the famous communities and residential areas in an identified capital city. The learning centre will position itself as the only pre-school centre that offers customized pre-school educational services. Once admitted (after complying with requirements such as passing qualifying test and other family-related documents), the pupils are classified as to potentials, interest, preparedness, and personality. Considering these categories, the centre prepares an appropriate learning package to ensure that the child is developed in the right way and in the right time

*Guiding principles or values*

The learning centre’s operations will be guided by the following principles and values:

1. Academic excellence. This is the main thrust of the organization- provision of a quality educational foundation to children.
2. Safety. This is based on the principle, “ A home outside a pupil’s home”
3. Trust. Long lasting and consistent services are provided.
4. Socially responsive. The principle that the child’s experiences in the centre provide early social development.
5. Values formation. This is developing a child’s discretion on what is right and not right.

*Strategic direction anchored on the vision, mission, and values of the pre-school learning centre*

In line with the centre’s vision/mission and values, the following core strategies were formulated:

1.  Create lasting and productive relationships with the parents of the pupils by showing its sincere concern from the time the pupil is enrolled and extends up to the grade school.  
  
2.  Hire the most competent and seasoned teachers whose motivation is maintained.  
  
3.  Learning package is ensured to be appropriate to the nature and degree of preparedness of the child. This package is continuously updated to adapt to the changes of times.

4.  Strict enforcement of security measures.  
  
5.  Values/moral development is integrated in the learning packages.

6. Promised services are fulfilled consistently to meet target market’s expectations while maintaining their trust and confidence in the learning centre.

*Evaluation on how the organization addresses customer needs and achieve competitive advantage.*

An analysis of the aforementioned core strategies indicate that customer needs for a quality, safe, values-driven, reliable, and socially responsive pre-school learning centre would be achieved. Clear market positioning indicates a higher chance for the learning centre to achieve competitive advantage.

References:

Johnson, Gerry et al. (2005). Exploring Corporate Strategy. Pearson Education Limited.

Robbins, Stephen P. and Coulter, Mary (2002). Management. Pearson Education

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