THE IMPORTANCE OF COMMUNICATION AND INTERNALIZATION OF ORGANIZATIONAL VALUES, COMPANY MISSION, AND VISION

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Abstract:
Statements on organizational values, mission, and vision, are important management tools by which company management directs the behaviour of employees and company activities. Nevertheless, the written forms of the statements might be just useless documents when used without involving the employees in the processes of the development and internal communication of the statements. Without internalization of the organizational values, company mission, and vision, there might be no positive impact of the statements on the individual and company performance, or there might even be some harmful consequences for the company at stake. In the study we present results of a research done in Slovenian companies by which we identify two major consequences of poor communication of organizational values, company mission, and vision: (2) danger of unprofessional behaviour in the contact with external stakeholders, (2) significant differences in the level of adoption of the values, mission and vision in regard to the distance from the centre of a company.

Keywords: management tool, organizational values, mission statement, company vision, internal communication.