

A VISION STATEMENT

Alan was recently hired as a Sr. Human Resource Manager in the training and development department by CORE Pvt. LTD. Being an enthusiastic leader, with high expectations, he joined the company with a vision statement- *'I will be an ideal manager for my team members and will show them the path to promiseland.'* The first six months went very smoothly and everyone was very happy with his performance. He motivated his team members daily and set challenges in their path and gave equal opportunities to everyone so that they can prove themselves.

He feels so energized every day. He recollects his vision statement when he begins his day, but as change is permanent, soon after one year he started losing his value among his own people. He was clueless about this change. When he confronted them, they said, *"There is no meaning to work hard for the organization where no monetary reward is there."* Some of them said, *"Why should I sacrifice my family time and spend an extra hour for the organization just for a few bucks every month? I will get the same salary even if I don't work overtime"*

Alan felt his vision statement diminishing and his motivating lines meaningless in front of the 'Money Mindset' of the employees. He tried to tackle this situation by reinforcing a reward based appraisal system and developed the sense of *'promiseland'* again. He gave them everything they deserve- Power, Position, Salary, Awards, Recognition but soon he noticed the feeling of *'insecurity'* among employees instead of having *'everything'*.

Alan was so much confused and frustrated because for him his vision statement was very important. He soon agreed that the image of his harmonious promised land cannot become reality.

Inspired by the Ted talk- Indian Approach to Business by Dr. Devdutt Patnaik

Questions:

1. Why did the employees get the feeling of 'insecurity' instead of having everything?
2. Is it possible to achieve Alan's Vision statement for him? If yes, Recommend How?

3. Explain the idea of 'Promiseland'- Is it Money, Designation, Growth, Superiority or Harmony?

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