

Vision, Mission, & Values

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Hughes et al. (2014) explain that to have a strong foundation, there needs to be a collaborative understanding of the organization's goals. (p.207). Inspired by that, I chose a business I have worked for in the past: Toluca Ranch Haunted House.

Vision

The vision for the organization would be: We strive to be one of the state's top five leading haunted attractions providing quality-based entertainment for all every day. Dweck (2016) points out, "people in growth mindset don't just seek challenge, they thrive on it." (p.20). I created this vision because it is something that will give the growth mindset employees a challenge, thus make them thrive and succeed while making them feel part of the endeavor too.

Mission

The mission would be: Working collaboratively, we will use our innovative resources and services to provide profitable fun, safe, memorable, and thrilling experiences to every single one of our customers. I passionately believe this mission could also work better if we as leaders met with the employees to work synergistically and revisit it.

Values

The values for the organization and as inspired by the book *7 Habits of Highly Effective People* by Stephen R. Covey would be:

1. Scare with care.
2. There is no "I" in scare.
3. Make nightmares come true with safety, respect, and control in mind.

These are values that do a good job covering working synergistically and showing how important both employees and customers are to our organization.

References

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Hughes, R. L., Beatty, K. M., & Dinwoodie, D. (2014). *Becoming a strategic leader: Your role in your organization's enduring success*. San Francisco, CA: John Wiley & Sons.

