**Learning outcomes**

* To understand what business objectives and culture are
* To explore some examples of business mission statements and culture
* To investigate the business/ employer purpose, objectives and culture

**Background business aims, objectives and culture**

All businesses have **aims** and **objectives**. These are the goals the business is trying to achieve to fulfil the **vision** for the business for example they may wish to maximise the amount of money or profit they make. Objectives can be financial, for example making a profit, or they may be non-financial, such as personal satisfaction or doing good within the community or having an ethical focus. Objectives are what the business develop and use to help direct what they do in the business with the aim that they will help them meet their targets and vision.

Businesses often come up with a **‘mission statement’** to help explain the businesses objectives and business purpose. Mission statements are important because they help customers understand the business. The best mission statements are short (up to a maximum of 15 words) are punchy, clear and don’t use jargon.

Businesses also often talk a lot about their **culture**. What is culture? An easy way of thinking about it is how things are done in the business, for example how people are expected to behave and conduct themselves. If you want to define culture further it is the shared values, practices and beliefs of the company’s employees. The culture is the thing which makes the business or organisation a great place to work. Or alternatively if the culture is not right and employees are unhappy it is the thing which may affect the business and the employees’ motivation and commitment to achieving the businesses objectives.

**Activities**

Some examples of mission statements are included here – follow the links;

* Ben and Jerry’s Ice cream <http://www.benjerry.com/activism/mission-statement>
* Virgin Atlantic <http://www.virgin-atlantic.com/gb/en/footer/about-us.html>
* Yorkshire Dales National Park Authority <http://www.yorkshiredales.org.uk/ydnpa/our-service-to-you/what-we-aim-to-do>

1. Having looked at the different links, which mission statement do you think is the best? Why?
2. Look again at the YDNPA link explain in your own words the aims and objectives for the YDNPA.
3. Businesses also talk a lot about their culture. The links below give some examples of this

* 10 Companies which have a great culture <https://www.entrepreneur.com/article/249174>
* Times 100 best companies to work for

<http://appointments.thesundaytimes.co.uk/article/best100companies/>

1. With regards to the YDNPA find out about its culture? To do this it would be useful to explore why it is a good place to work you might need to investigate via the internet or from the talking heads videos as actual examples from employees.