

Ford Motor Company's Vision Statement, Mission Statement

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Ford Motor Company is the fifth largest automobile manufacturer in the world. Ford's mission statement guides the strategies needed to achieve or exceed this market position. A company's mission statement defines the kinds of actions needed to fulfill organizational goals. On the other hand, Ford's vision statement drives its global organization to reach higher performance levels. A firm's vision statement specifies the desired future situation or condition of the business. In this case, Ford Motor Company's mission statement and vision statement are determinants of the firm's success and strategic direction in the international automotive industry.

Ford Motor Company's vision statement and mission statement imply the potential strategic direction of the firm. Investors and business partners use these statements in evaluating Ford's performance and organizational development.

Ford Motor Company's Vision Statement

Ford's vision statement is "***people working together as a lean, global enterprise for automotive leadership.***" The company also explains, "Automotive leadership is measured by the satisfaction of our customers, employees, investors, dealers, suppliers and communities."

Ford Motor Company's Mission Statement

Ford's mission statement is "***One Team. One Plan. One Goal.***" This mission statement is also known as the "One Ford" mission, which is part of the "One Ford" plan that was unveiled in 2008 under CEO Alan Mulally's leadership. Ford explains that the expanded form of its mission statement is as follows:

- **One Team:** "People working together as a lean, global enterprise for automotive leadership, as measured by: Customer, Employee, Dealer, Investor, Supplier, Union/Council, and Community Satisfaction."
- **One Plan:** "Aggressively restructure to operate profitably at the current demand and changing model mix; Accelerate development of new products our customers want and value; Finance our plan and improve our balance sheet; Work together effectively as one team."
- **One Goal:** "An exciting viable Ford delivering profitable growth for all."

Ford Motor Company's current mission statement is a response to the challenges it experienced, especially in relation to market risks and the American recession and global financial crisis that started in the late 2000s. Prior to implementing the One Ford mission statement, the company had disparate product lines in different markets. With the One Ford mission statement, the company now focuses on creating consistency in product and service design and quality globally. The mission statement emphasizes teamwork to achieve synergy at Ford. The One Plan and One Goal components also indicate that the mission statement focuses and unifies Ford's global organizational efforts to improve business performance and achieve the global leadership point in the company's vision statement.

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