

EDLS210

Leadership in Education

Orienting towards the future

Institute of Educational Leadership
University of Jyväskylä
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Mission, vision, and strategies

VISION

MISSION
CORE PURPOSE
(BUSINESS IDEA)
WHAT TO WHOM
HOW

STRATEGIES
DEVELOPING CORE
COMPETENCES

External efficiency –
doing the right things

Internal efficiency –
doing things right

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Search for megatrends

Effects and risks

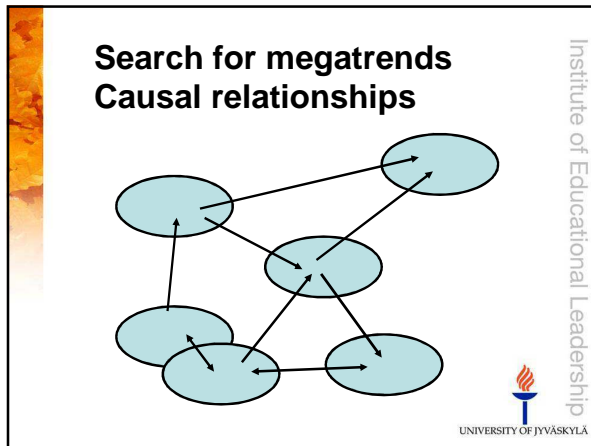
Risk factor

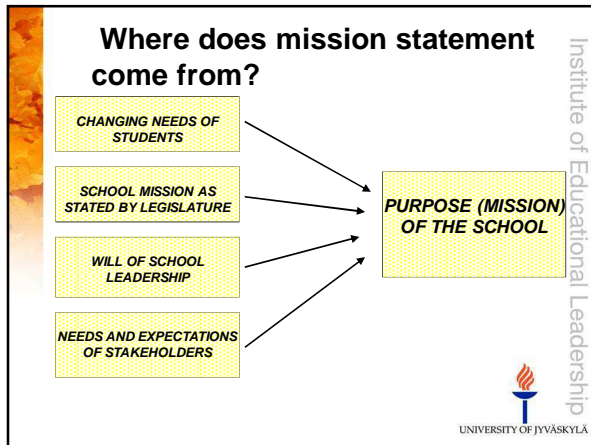
100
75
50
0

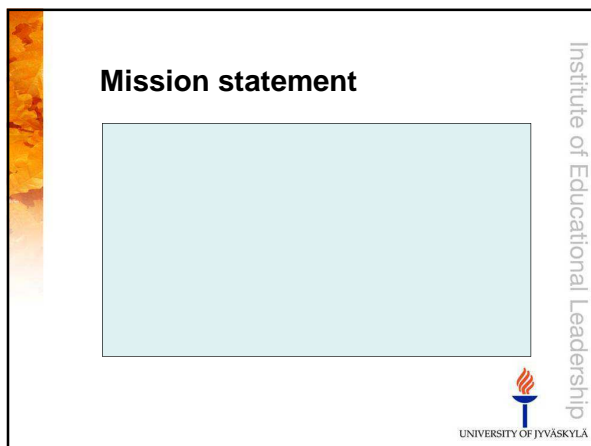
Negative impacts

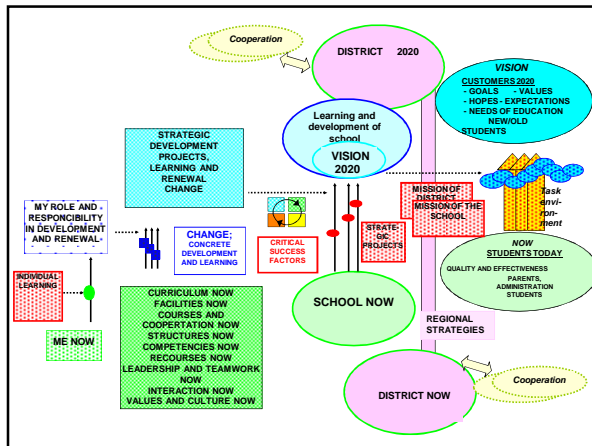
Positive impacts

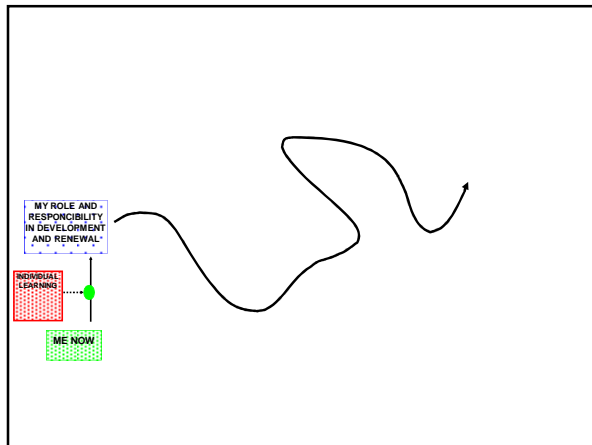
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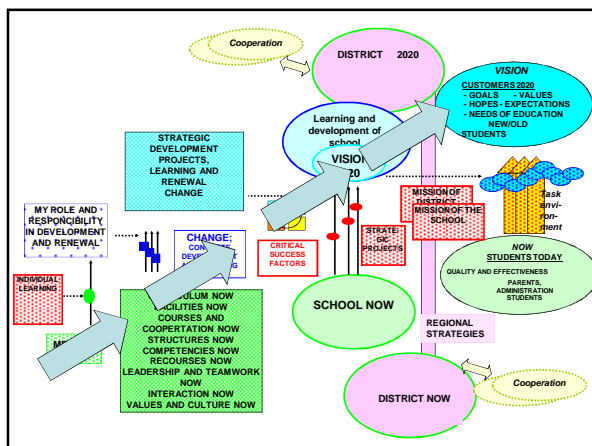













FRANCES HESSELBEIN

(CEO: Peter Drucker Foundation,
Earlier, CEO:)

***"DRIVING STRATEGIC LEADERHSIP
THROUGH MISSION, VISION AND
GOALS"***




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***"DRIVING STRATEGIC LEADERHSIP THROUGH
MISSION, VISION AND GOALS"***

**1. GET TO KNOW THE TASK
ENVIRONMENT**

- define the strategic context
- analyze the external turbulence




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MISSION, VISION AND GOALS"***

2. RETURN TO THE BASIC MISSION

- get commitment by participation
- essential in redirection are
- = focus into core purpose
- = values and democracy




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3. ANSWER THE THREE CORE QUESTIONS:

- "who am I?" – in what 'business' I really want to be in
- who the real 'customers' are
- what are the 'customer's' values



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4. COMMUNICATE THE VISIONS

- realistic, challenging, committing to goals




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5. BRAVELY FACE THE GHOSTS FROM THE PAST

- understand the difficulty of unlearning



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6. SHARED LEADERSHIP

- wide participation, distributed responsibility

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8. "LEADERS LEAD FROM FRONT"

- not pushing from behind

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