



Name: _____

Visionary Leadership Assignment

Select a company/organization and complete the following assignment to glean from the corporate world the communication tools used to build a culture and company.

1. Identify the organization you are reviewing:

2. Write the mission statement of your chosen organization:

3. Who is(are) the Founders?

4. What is the heart (history) behind this organization:

5. What forms of communication does this organization offer? Write out the specific contact/communication information. (Phone, Address, Social Media, Website, Etc.)

6. Identify any values this organization has.



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7. What is this organization's cause? Why do they do what they do?

8. Why would someone want to be a part, either through philanthropy or employment, of this organization?

9. SWOT Analysis of your organization:

Strengths:	Weaknesses:
Opportunities:	Threats:

10. Describe their brand known for? (Logo, Colors, Atmosphere, ETC.)
