Student Name

Assignment Title

Colorado Technical University

Date

**Introduction**

Introduce the topics that you will cover in your paper. Use 12-pt., Times New Roman, double space, and indent each paragraph throughout your assignment. Each paragraph should answer assignment questions. Include a topic sentence, at least 2 qualifier sentences, and a transition, for a total of 4 sentences. Use APA in-text citations where your references are used. Do not change the document margins. The assignment should be 4–6 pages (plus a title page and a reference page). The paper should be written to the CEOs. (NOTE: The newly merged company name going forward is changing to JEANSTYLE. Prepare your Vision, Mission and Values Statements referring to the newly merged company name.)

**Write a mission statement for the new company, and analyze how it helps to serve customers.**

Explain the purpose and value of a mission statement and cite supporting documentation from the text or from articles found in the CTU Library.

Provide an example of a mission statement the new company could use.

**Write a vision statement for the new company, and analyze how it guides leaders.**

Explain the purpose and value of a vision statement and cite supporting documentation from the text or from articles found in the CTU Library.

Provide an example of a vision statement the new company could use.

**Write a values statement for the new company, and analyze how it shapes employee behavior.**

Explain the purpose and value of a values statement and cite supporting documentation from the text or from articles found in the CTU Library.

Provide an example of a values statement the new company could use.

**How should the CEOs communicate the statements to establish alignment across the merged organization?**

List and explain communications theories and how a communications plan should be used to address communicating to company stakeholders. Please use supporting documentation from the text as well as from the CTU library and cite the sources used.

Describe how the new company can communicate these three statements to its combined employees to establish unity across the merged organization?

**Conclusion**

Summarize the main points of your paper. Be sure to proofread your assignment for organization, grammar, punctuation, and APA style.

**References**

Cite 3–5 sources in APA format. Here are some examples of references cited in APA format:

Gliddon, D. G., & Rothwell, W. J. (2018). *Innovation leadership*. Routledge.

<https://login.proxy.cecybrary.com/sso/skillport?context=137758>

Khan, M. A., Ismail, F. B., Altaf, H., & Basheer, A. (2020). The interplay of leadership styles, innovative work behavior, organizational culture, and organizational citizenship behavior. *Sage Open*, *10*(1). <http://dx.doi.org.proxy.cecybrary.com/10.1177/2158244019898264>

Kmec, J. (2012, March 13). *Where’s the boss? And what counts as “work”?* The Society Pages. [https://thesocietypages.org/socimages/2012/03/13/wheres-the-boss-and-what-counts-as-work/](https://thesocietypages.org/socimages/2012/03/13/wheres-the-boss-and-what-)