

## Teacher guide

### Vision, values and culture Syngenta

#### Where does the lesson fit?

This session would fit in an Objectives and Strategy module, or would equally serve as a general introduction to a Business course.



**Suggested resources & activities** related to Syngenta and vision, values and culture:

- Full Syngenta case study
- Vision, Values and Culture PowerPoint
- Syngenta crossword
- Syngenta word search

#### Suggested timings for the session

10 mins	Starter e.g. Syngenta word search
5 mins	Use the Vision, Values and Culture PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
25 mins	Task – investigation (preparation)
5 mins	What have you learned?

#### Answers to questions

1. What are values?  
An organisation's values demonstrate what the organisation stands for and help to create a set of shared behaviours which distinguish the company from others.
2. Describe the purpose of a mission.  
A mission creates a sense of direction and allows an organisation to effectively allocate resources and make decisions.



## **THE TIMES 100**

### **BUSINESS CASE STUDIES**

3. Explain what is meant by business culture.  
Culture can be summed up by the phrase 'the way things are done here.'  
Culture shows itself in different patterns of behaviour and different ways of responding to the various stakeholder groups.
4. Determine which of Handy's culture types Syngenta adopts, using evidence from the case study to support your decision.  
Students are likely to choose 'Person Culture' and use the Syngenta Awards to support this.

#### **What have you learned?**

Expected learning is likely to include:

- Definitions of mission, vision, values and culture
- How mission and vision shape the activities of a firm
- Different types of culture