

ABSTRACT

Master's thesis entitled "Mission in the Life of Organization" explores the phenomenon of mission. The work is closely focused on the area related to non-profit organizations that provide social services for the target group of seniors.

In the theoretical part is mission defined by recognized standards of quality of social services and from the perspective of literature. Furthermore I view it in the context of the needs and size of the target group and social demand backing group organization. Subsequent chapters are devoted to the topic of mission in context of strategic planning, fundraising, public relations and ultimately organization culture.

In the empirical part I present the implementation of qualitative research. The research was conducted using a case study approach in two registered organizations providing social services to seniors. The aim was to answer the research question: How do perceive the mission of organization its employees? Research was conducted through semi-structured interviews methods. The result is the following statement, which is valid for both cases: All employees are able to interpret the mission of their organization through their own values and experiences. Whether the employee's mission is shared or not shared, or employees consider it to be part of a formal, is depending on what major obstacles they meet in their work. In both cases, the apparent strong employee motivation is connected with a sense of fulfillment and satisfaction that their job brings to them.

The conclusion is devoted to the reflection of topic and recommendations with general overlap.

Keywords: mission, non-governmental organizations, social service, senior, quality standards of social services, strategic planning, fundraising, public relations, organizational culture