

Annotation First part of this dissertation defines used key words from the area of management and research. Further this work describes the creation process of mission and vision of District charity Jihlava with rigorous participation of this organization's co-workers. The process is carried out by action research and is set into the frame of strategic planning of the organization. Action research is focused on the influence monitoring of participation of the co-workers on the changes in the organization. The conclusion reflects realized or commenced changes in the operation area, organizational structure and culture as well as changes in the subjective experience of the co-worker relations towards the organization.