## Organization: Tesla, Inc.

### Organization chart:

| **Element** | **Description** |
| --- | --- |
| Mission | Tesla, Inc. was launched in 2003 under the name Tesla Motors with the mission “***to accelerate the world’s transition to sustainable transport.***” The mission statement was revised in mid-2016, changing the last work to “***energy***” (Science Alert, 2016). The company name was changed in 2017 to Tesla, Inc. (Reed, 2020). The change of the last word in the mission statement is indicative of the company’s goal to lead the industry, both domestic and global, into more sustainable products which rely more or solely on renewable energy (Rowland, 2018). |
| Vision | **“To create the most compelling car company of the 21st century by driving the world’s transition to electric vehicles**.” (Mission Statement Academy, 2019). |
| Values | Tesla has five pillars of values, “Always do your best, no forecast is perfect, but try anyway, respect and encourage people, always be learning and Respect the environment” (TESLA, Inc., 2019). |
| Structure | Tesla organizational structure is made up of two characteristic which are divisional and flexible. (Dudovskiy, 2018). |
| Culture | The organizational culture is made up of six aspects: Move Fast, Do the Impossible, Constantly Innovate, Reason from “First Principles”, Think Like Owners, We are ALL IN (Meyer, 2019). |

## Analysis

*Based on your advanced organizer and further research,* ***analyze*** *the degree of alignment between what the organization is currently doing (actions) and their mission, vision, values, structure, and culture.*

Tesla does not only manufacture vehicles; the company is also a design and technology producer which focuses on the innovation of sustainable energy. Tesla’s mission statement outlines what the company needs to focus on in order to achieve its vision of “driving the world’s transition to electric vehicles” (Mission Statement Academy, 2019). Tesla’s vision statement serves as a roadmap for the firm’s future. Tesla implements its values and culture to employees by having an open recruitment strategy. This strategy allows for talented individuals with little to no experience an opportunity to join the company. The company also aims to unite its customers worldwide fans using the transformation of transportation and the renewable energy systems. Tesla promotes accessible communication among employees and upper management facilitating problem resolution. Elon Musk, Tesla’s CEO, also embraces the idea of being a part of his company’s everyday operations. He actively participates hands-on in both product development and manufacturing which motivates his staff and produces a positive forward drive for the company. In alignment with what the company stands for, many of Tesla’s patents are open to the public to help companies and their consumers work together in counteracting climate change. In the end, Tesla aggressively promotes its goals by focusing on not only the development of electric cars but also expanding its market horizons to more diverse technology and sustainable energy products (Fournier, 2019).

## Citations

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