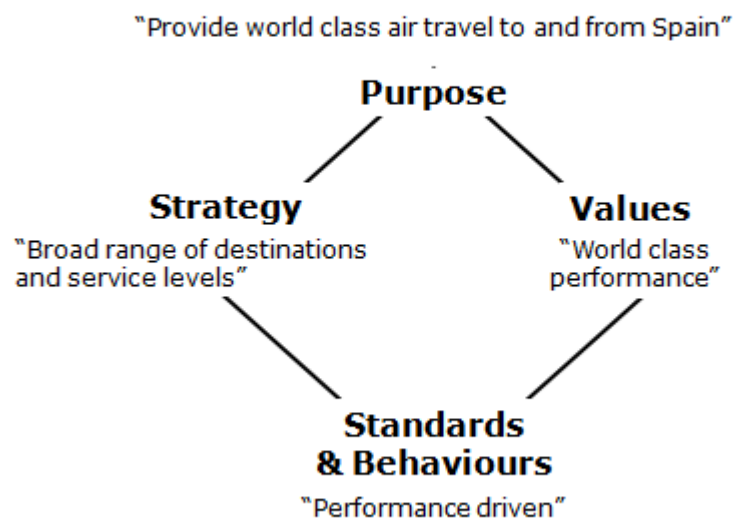


## Mission and Objectives: Iberia case example

We do not have much information in the case study on this. However, to illustrate the tools and approaches presented in the book, here is an example of what the Ashridge Mission Diamond might look like (it is rather generic – but that is because we don't have much information):

### The Ashridge Mission Diamond for Iberia

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Alternatively one could do a stakeholder analysis:

## Stakeholder analysis

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Stakeholder	Interests	Implied constraints
Shareholders	Returns	Deliver good financial performance
Central government	Economic development	Maintain national network
Employees	Wages, security	Pay good wages, stay solvent
Customers	Value for money Extensive schedule	Low costs Investment in services and network
Airports	Traffic	Maintain/grow routes
Local communities	Low pollution	Modern fleet
Regional government	Regional development	Maintain national network

This would imply that Iberia needs to deliver good financial performance, low costs and good value for customers whilst maintaining or growing its national network and a modern fleet.