

# MISSION & VISION STATEMENTS

**What is it and why do I need one?**

# VISION STATEMENT - DEFINITION & COMPONENTS

*Describes where the company aspires to be upon achieving its mission*

Where the business wants the community or world to be because of their service/product

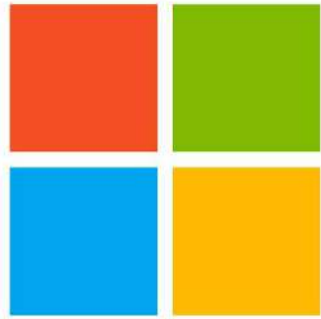
LET'S SEE IF YOU CAN  
GUESS THE COMPANY  
BASED ON THEIR  
VISION STATEMENT!

# VISION STATEMENT

A computer on every desk  
and in every home



Students, write your response!



# Microsoft

A computer on every desk and in  
every home

# VISION STATEMENT

To accelerate the world's  
transition to sustainable  
energy



Students, write your response!



To accelerate the  
world's transition  
to sustainable  
energy

# VISION STATEMENT

Bring inspiration and  
innovation to every  
athlete in the world



Students, write your response!



Bring inspiration  
and innovation to  
every athlete in  
the world



# VISION STATEMENT

It's our goal to be  
Earth's most customer-  
centric company. Where  
customers can find and  
discover anything they  
might want to buy one



Students, write your response!



It's our goal to be Earth's most customer-centric company. Where customers can find and discover anything they might want to buy one

# MISSION STATEMENTS

# MISSION STATEMENT - DEFINITION & COMPONENTS

*Action-oriented vision statement, declaring the **purpose** an organization serves to its audience.*

Includes:

- General description
- Function
- objectives

What, who, and why

# MISSION STATEMENT

Our mission is to bring the Teddy Bear to life. An American icon, the Teddy Bear brings to mind warm thoughts about our childhood, about friendship, about trust and comfort, and also about love



Students, write your response!

Our mission is to bring the Teddy Bear to life. An American icon, the Teddy Bear brings to mind warm thoughts about our childhood, about friendship, about trust and comfort, and also about love



# MISSION STATEMENT

To refresh the world in  
mind, body, and spirit. To  
inspire moments of  
optimism and happiness  
throughout our brands and  
actions. To create value  
and make a difference



Students, write your response!





To refresh the world in mind,  
body, and spirit. To inspire  
moments of optimism and  
happiness throughout our  
brands and actions. To create  
value and make a difference

# MISSION STATEMENT

Provide a global trading  
platform where practically  
anyone can trade  
practically anything



Students, write your response!



Provide a global trading  
platform where practically  
anyone can trade practically  
anything

# MISSION STATEMENT

-----'s mission is to  
give people the power to  
share and make the world  
more open and connected



Students, write your response!

# facebook®

Facebook's mission is to give  
people the power to share and  
make the world more open and  
connected

# MISSION STATEMENT

To inspire and nurture the  
human spirit - one person,  
one cup, and one  
neighborhood at a time.



Students, write your response!



To inspire and  
nurture the human  
spirit - one  
person, one cup,  
and one  
neighborhood at a  
time.

# SUMMARY

## Mission Statements:

- ★ A few sentences
- ★ Tell what, who, and why

## Vision Statements:

- ★ Short and precise vision of where the company wants to end up
- ★ The impact the company wants to have on the world/community in ideal conditions