

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

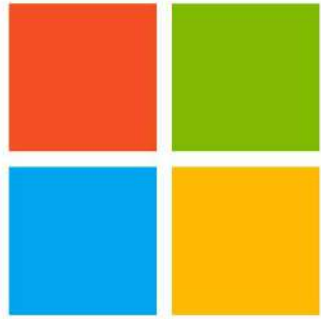
LET'S SEE IF YOU CAN
GUESS THE COMPANY
BASED ON THEIR
VISION STATEMENT!

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