

Examples Get Inspired!

What is a Mission Statement?

A mission statement is...

- A "written roadmap of business/personal/family/school priorities"
- A statement that sums up "who you are and what your purpose is"
- A way to make sure you're "on the right track" to achieving your goals
- Your purpose in life. It is what is in your heart and what matters to you.

What is a Mission Statement?

A mission statement is...



"... like a tree with deep roots. It is stable and isn't going anywhere, but it is also **alive** and **continually growing**." - Sean Covey





PRODUCT

To make, distribute & sell the finest quality all natural to cream & euphoric

> concoctions with a continued commitment to incorporating wholesome, natural

ingredients & promoting business practices that respect the Earth & the Environment.

ECONOMIC

To operate the Company on a sustainable financial basis of profitable growth,

increasing value for our stakeholders & expanding opportunities for development & career growth for our employees.

SOCIAL

To operate the Company in a way that actively recognizes the central role that business plays in society by initiating innovative ways to improve the quality of life locally, nationally.

CENTRAL TO THE MISSION of Ben & Jerry's is the belief that all 3 parts must thrive equally in a manner that commands deep respect for individuals in & outside the Company & supports the communities of which they are a part.

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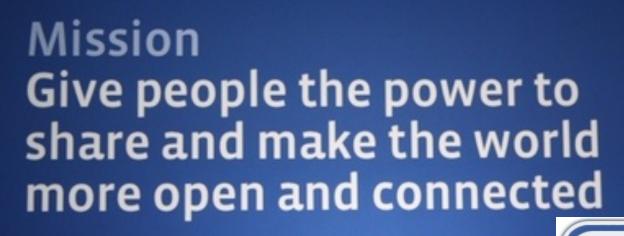
*IF YOU HAVE A BODY, YOU ARE AN ATHLETE





"Google's mission is to organize the world's information and make it universally accessible and useful"

- Google

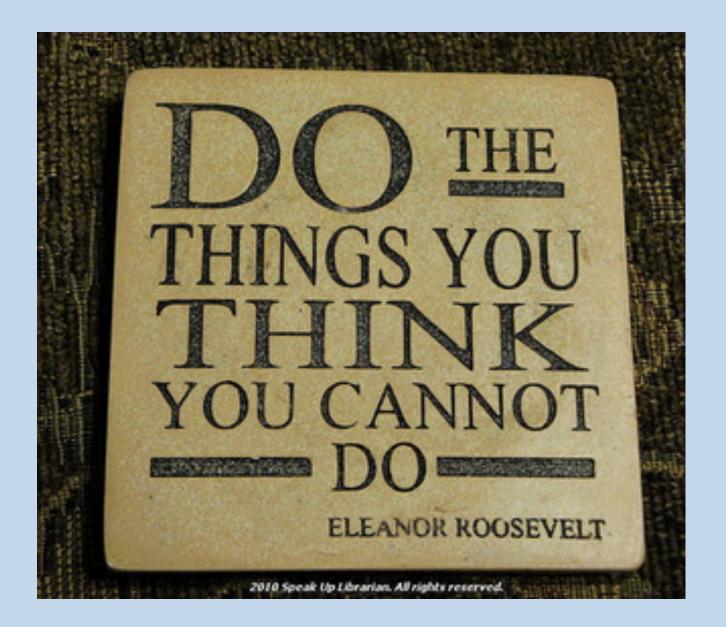














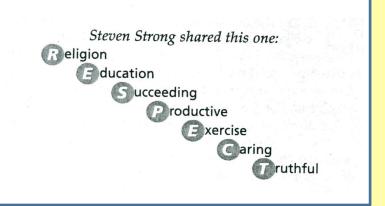
Mary Beth Sylvester took her mission statement from the Sinéad O'Connor song "Emperor's New Clothes." It reads:

will live by my own policies.

I will sleep with a clear conscience.

I will sleep in peace.

Covey, Sean. The 7 Habits of Highly Effective Teens: The Ultimate Teenage Success Guide. New York: Simon & Schuster, 1998. Print.



I met a teen named Adam Sosne from North Carolina who was familiar with the 7 Habits and was "on fire" about his future plans. Not surprisingly, he had a mission statement, which he volunteered:

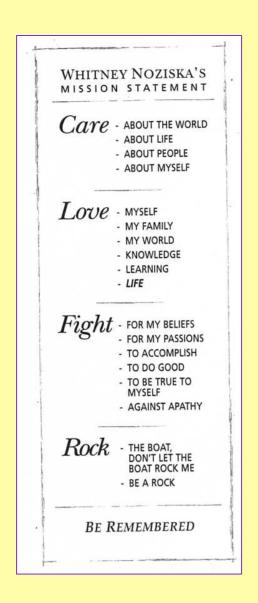
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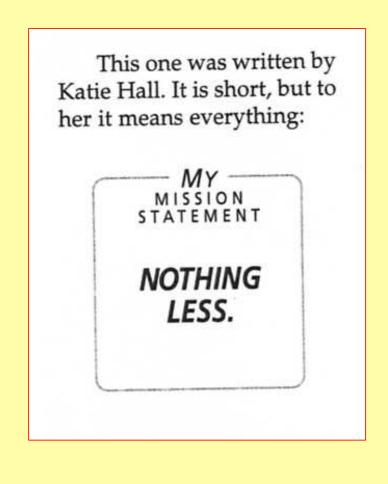
- Have confidence in yourself and everyone else around you.
- Be kind, courteous, and respectful to all people.
- · Set reachable goals.
- Never lose sight of these goals.
- Never take the simple things in life for granted.
- Appreciate other people's differences and see their differences as a great advantage.

- Ask questions.
- Strive each day to reach interdependence.
- Remember that before you can change someone else, you must first change yourself.
- Speak with your actions, not with your words.
- Make the time to help those less fortunate than yourself or those who are having a bad day.
- Read the 7 Habits every day.

Read this mission statement every day.

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WHAT IS YOUR MISSION?