



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

Corporate Mission Statement Examples...





Statement of Mission

Ben & Jerry's is founded on & dedicated to a sustainable corporate concept of linked prosperity.
Our mission consists of 3 interrelated parts:

PRODUCT mission

To make, distribute & sell the finest quality all natural ice cream & euphoric concoctions with a continued commitment to incorporating wholesome, natural ingredients & promoting business practices that respect the Earth & the Environment.



ECONOMIC mission

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 mission

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 & internationally.



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.



OUR MISSION:

**TO BRING INSPIRATION AND
INNOVATION TO EVERY ATHLETE*
IN THE WORLD**

*IF YOU HAVE A BODY, YOU ARE AN ATHLETE



DO WHAT YOU LIKE
LIKE WHAT YOU DO.



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

– Google™

Mission

Give people the power to
share and make the world
more open and connected





KEEP
CALM
AND
CARRY
ON

Personal Mission Statement Examples...



DO THE
THINGS YOU
THINK
YOU CANNOT
DO

ELEANOR ROOSEVELT



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

*I 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.

Steven Strong shared this one:

Religion
Education
Succeeding
Productive
Exercise
Caring
Truthful

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:

MISSION STATEMENT

- 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.

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

WHITNEY NOZISKA'S
MISSION STATEMENT

Care - ABOUT THE WORLD
- ABOUT LIFE
- ABOUT PEOPLE
- ABOUT MYSELF

Love - MYSELF
- MY FAMILY
- MY WORLD
- KNOWLEDGE
- LEARNING
- *LIFE*

Fight - FOR MY BELIEFS
- FOR MY PASSIONS
- TO ACCOMPLISH
- TO DO GOOD
- TO BE TRUE TO MYSELF
- AGAINST APATHY

Rock - THE BOAT,
DON'T LET THE
BOAT ROCK ME
- BE A ROCK

BE REMEMBERED

This one was written by
Katie Hall. It is short, but to
her it means everything:

MY
MISSION
STATEMENT

**NOTHING
LESS.**

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



WHAT IS YOUR
MISSION?