

Vision and Mission Statements

The vision and mission statements for a business state the guiding principles by which a business functions.

A vision statement establishes the scope and purpose of a company and reflects its values and beliefs. A vision statement is future-based and answers the question “where do I see my business going?”

Example: A hunger-free America (Feeding America)

A mission statement expresses the specific aspirations of a company, the major goals it will try to reach. It should clearly express a company’s main goals and purpose. A mission statement is present-based and answers the question “Why does my business exist?”

Example: To feed America’s hungry through a nationwide network of member food banks and engage our country in the fight to end hunger. (Feeding America)

Required activity:

1. Research 5 additional well-known businesses and find their Vision/Mission statements:

List them below then submit to Google

Classroom:

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Mason M.
Good Job 10/10

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List them below then submit to Schoology:

Microsoft- A computer on every desk and in every home.

American Express: We work hard every day to make American Express the world's most respected service brand.

IKEA: To create a better everyday life for many people.

JetBlue: To inspire humanity – both in the air and on the ground.

Tesla: To accelerate the world's transition to sustainable energy.