



101 Mission Statements from Top Companies: Plus Guidelines for Writing Your Own Mission Statement

Jeffrey Abrahams

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Ben & Jerry's has one. So do Tiffany's and Smucker's and Microsoft. It doesn't matter whether you're a small start-up or one of the biggest players in corporate America. A clear statement of intent not only inspires a sense of overall purpose for a business or nonprofit, it serves as a practical focus for individuals within the organization. It can even provide an actual blueprint for a company's future and, ultimately, its success. Selected from among America's most successful corporations and recognizable brands, these statements vary widely in style, length, and language. However, they all share a universal vision of excellence that includes superiority in their fields, respect for and responsibility toward employees and clients, dedication to stated business goals, and community-oriented values. Additionally, 101 MISSION STATEMENTS instructs the new or future entrepreneur in crafting and customizing a mission statement that will inspire, motivate, and meet the specific needs and aspirations of the organization and its members.

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