

CRAFTING YOUR MISSION STATEMENT

Examples of Mission Statements

Ben and Jerry's Product Mission Statement:

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

Vision: to make, distribute, and sell the finest quality all natural ice cream

Mission: incorporating wholesome natural ingredients

Core Values: promoting business practices that respect the Earth and the environment

Sierra Club Mission Statement:

“To explore, enjoy, and protect the wild places of the earth; To practice and promote the responsible use of the earth's ecosystems and resources; To educate and enlist humanity to protect and restore the quality of the natural and human environment; and to use all lawful means to carry out these objectives.”

Vision: to explore, enjoy, and protect the wild places of the earth

Mission: practice and promote the responsible use of the earth's ecosystems and resources

Core Values: educate and enlist humanity to protect and restore the quality of the natural and human environment; and to use all lawful means to carry out these objectives

Advance Auto Parts Mission Statement:

“It is the Mission of Advance Auto Parts to provide personal vehicle owners and enthusiasts with the vehicle related products and knowledge that fulfill their wants and needs at the right price. Our friendly, knowledgeable and professional staff will help inspire, educate and problem-solve for our customers.”

Vision: to provide personal vehicle owners and enthusiasts with the vehicle related products and knowledge

Mission: fulfill their wants and needs at the right price

Core Values: Our friendly, knowledgeable and professional staff will help inspire, educate and problem-solve for our customers

Why are we in business (Vision)? _____
