

27 Examples of the best mission statements for companies

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A mission statement is a written declaration of an organization's core purpose and focus that normally remains unchanged over time. Properly crafted mission statements serve as filters to separate what is important from what is not, clearly state which markets will be served and how, and communicate a sense of intended direction to the entire organization. The mission should define the organization line/lines of business, identify its products and services, and specify the markets it serves at present and the near future. It should be achievable, in writing, and have a time frame for achievement.

Here are some examples of best mission statements

Nike: Bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete.

US Army: “Duty, Honor, Country” – the motto of an Army officer

Water.org: empowering families with access to safe water and sanitation through affordable financing.

Amazon: To be Earth’s most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices.

GE: To invent the next industrial era, to build, move, power and cure the world.

Sweetgreen: To inspire healthier communities by connecting people to real food.

Sperry: To ignite the human spirit through the power of sea-based discovery and adventure.

Stitch Fix: To change the way people find clothes they love by combining technology with the personal touch of seasoned style experts.

LinkedIn: To connect the world’s professionals to make them more productive and successful.

Twitter: To give everyone the power to create and share ideas and information instantly, without barriers.

PayPal: To build the Web’s most convenient, secure, cost-effective payment solution.

Google: To organize the world’s information and make it universally accessible and useful.

Ikea: To create a better everyday life for the many people.

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

Phillips: *Improving people's lives through meaningful innovation.*

McDonald's: *To be our customers' favorite place and way to eat and drink. Our worldwide operations are aligned around a global strategy called the Plan to Win, which centers on an exceptional customer experience – People, Products, Place, Price and Promotion. We are committed to continuously improving our operations and enhancing our customers' experience.*

Arch Benders: *The World Needs Us to Change It*

Chobani: Accelerate Universal Wellness

Virgin: Disruption is in our DNA and we've made sure this is captured in our purpose, the reason Virgin exists.

Walmart: Save People Money So They Can Live Better.

University of Maryland: To offer consistent, comprehensive, and cooperative services by a competent, courteous staff.

PawTree: To create a world filled with unconditional love where pets and their people thrive.

Auctioneers: Finding the Value in Everything.

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