

# Free report on comparing six mission vision statements

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Different companies have different vision/mission statements that have distinct messages. The following companies are given an insight in the comparison of their mission/statements. These companies include Barnhardt Manufacturing, Nokia, Toyota, New Red Cross, Ohio State University and Wounded Warrior Project.

### **The message of each mission/vision statement**

The message mission statement of Nike Corporation is to enhance innovation and inspirations to the global athletes (Batchelor & Stoddart, 41). The message in the mission for the Ohio State University is to connect people in research-based programmes in order to improve their communities and lives (Goethals, Jones & MacGregor, 26). The Barnhardt Manufacturing Company's mission is to lead in supplying the chemically enhanced nonwoven products and cotton fibers. The mission statement of the Wounded Warrior is to support rehabilitating active duty through focus, commitment, passion, training and fun (Rubin, Weiss & Coll, 297). The Toyota mission statement is to provide high valued products and services that are able to attract and attain customer satisfaction (Liker, 80). The mission for the new Red Cross is to alleviate and prevent human suffering in the face of emergencies by assembling the power of volunteers and the liberality of the donors (Friedman & Burke, 32).

### **Common message**

The common message in all statement is that they defines the respective companies and provide an anchor for everything these companies do. The most common message in most of these statements is to enhance customer

loyalty by providing quality products and services. The value of the products and services is the fundamental message in these statements.

### **Stakeholder that the mission statements are attempting to reach**

Different mission statement targets different stakeholders in the society, some covering regional customers and others cover international ones. For instance, the mission statement of Ohio State University targets the individual scholars or the community, in large, that is interested in research-based education. The Barnhardt Company targets stakeholders who are consumers of chemical cotton fibers and non-woven product. The Wounded Warrior targets the people who injured in the United State armed forces or medical disadvantage that needs rehabilitations. The mission statement for Toyota aims to address the consumers of the automobile products. The Red Cross mission statement targets donors and volunteers to join hand in order to mitigate the problem of human suffering.

### **The aspiring vision for the organizations and how they are achieved**

The aspiring message in the Nike's vision statement is that " if you have a body, you are an athlete". On the other hand, the vision statement of Barnardt is to provide quality products and services that are beyond the customers' expectation and requirements. This is achieved through development of innovative and new products that improves the competitive competition of the company in its markets. The inspiring of Ohio state university is to improve the lives of Ohioans through extended and dynamic

education with communities, families, individuals, industry and businesses and organizations (Goethals, Jones & MacGregor, 26). This is achieved by applying knowledge and convenient research to the varied needs of the Ohioans. The university also extends its recourses to the people living around. The inspiring vision of the Wounded Warrior is to improve the lives and rehabilitation of the US armed services personnel that have been injured. Through collaboration of non-profit organization and corporation and private landowners, the organization is able to raise funds to achieve their mission.

The inspiring vision of the Toyota Company is to achieve a success and respected car products and services in America (Liker, 80). The vision of the company is aimed to achieve through providing affordable and high valued automobile products and services. One of the inspiring visions of the new Red Cross is to ensure that the communities and individuals are prepared and ready for disasters (Friedman & Burke, 32). This is achieved through conducting preventive measures campaign and educating and training people on how to stay safe in case of the disasters.

### **The key priorities of the organization mentioned in the statements**

Most of the organizations' fundamental priorities are to excel in their field of the operation. The statements are also associated with the values such as credibility and commitment in order to achieve the satisfaction of the targeted stakeholder. The other priorities of the organizations involve producing quality and extensive products and services in order to win the customer loyalty.

## **The groups/individuals that are inspired by the mission/vision statement**

The mission/vision statement of different companies inspires different group of people. For instance, the Nike inspires the potential and established athletes through provision of effective foot wares. The Barnhardt Company inspires the customers who are interested in synthesized cotton fibers and nonwoven products. The Ohio State University statement inspires the society and individuals living around Ohio. Academic resources are provided by the university to improve their lives. The Wounded Warrior inspires the wounded personnel of the US armed services by improving their lives (Rubin, Weiss & Coll, 297). Toyota inspires the automobile lovers by providing high quality automobile products and services. Finally, the Red Cross inspires the society in large and the disadvantage individual by preparing and helping them in case of disasters and improving their lives. For instance, Red Cross participated effectively by helping the victims of the Hiroshima earthquake and educating the Japanese in preparedness of such disasters.

## **Mission/ vision statements that I find most effective and least effective**

The mission for the new Red Cross is to alleviate and prevent human suffering in the face of emergencies by assembling the power of volunteers and the liberality of the donors

In my point of view, I think the mission statement of the new Red Cross is the most effective. This is because of the various reasons. This mission statement involves everybody participating in the operation of the company. It involves the stakeholders such as human, volunteers and donors who

participate in raising funds. The phrases are well organized to derive the description of the organization. The words used in the statement are not acronyms that do not provide meaning to the layman. Despite the fact that this is the longest statement, it is composed to an effective and organized manner to provide meaningful mission for the company.

The least effective mission statement is that of Nike Corporation. This is because the mission statement addresses the dedication of the company to a specific group of consumers. It does not effectively attain the goal of capturing the types of the consumers that the organization is targeting. This is because; mentioning athlete in the statement indicates that the company focuses in the athletes only. There are many consumers of the Nike products ranging from footwear and cloth-lines. For instance, the golfer would be a Nike consumer but is not recognized by the mission statement.

In conclusion, all the statements are same in sense that they are belief and are able to meet the organization's needs. They are short and to the point, creating inherent boundaries between business owners and the organization itself.

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