

What is your mission statement?

[Business](#), [Company](#)



Your mission statement is not for your marketing purposes. The primary goal is for you and your business to continue with purposeful building one by one blocks until the success. Important part of each business success is the foundation of that business. One of the fundamental elements that built foundation of the businesses is mission statement. In one of the previous posts (What is your mission statement?), I write about the mission statement and mention of the problems when the mission statement doesn't don't reflect the reality of the business. That statement will tell you who are your customers and what you make to satisfy them. It will be driving force of your business, that will show you the right path every time when you leave that path. Let's look 12 different mission statements of one of the most successful companies in the world. #1 Nike Mission Statement To bring inspiration and innovation to every athlete* in the world. *"If you have a body, you are an athlete. " #2 Amazon Mission Statement Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online. #3 Walt Disney Mission Statement To make people happy. #4 Wal Mart Mission Statement To give ordinary folk the chance to buy the same thing as rich people. #5 Apple Mission Statement Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings. #6 Coca Cola Mission Statement To refresh the world... To inspire moments of optimism and happiness... To create value and make a difference. #7 Microsoft Mission Statement Microsoft's mission is to enable people and businesses throughout the world

to realize their full potential. #8 McDonald's Mission Statement McDonald's brand mission is to be our customers' favorite place and way to eat. #9 Facebook Mission Statement Facebook's mission is to give people the power to share and make the world more open and connected. #10 Google Mission Statement Google's mission is to organize the world's information and make it universally accessible and useful. #11 YouTube Mission Statement YouTube's mission is to provide fast and easy video access and the ability to share videos frequently. #12 Skype Mission Statement Skype's mission is to be the fabric of real-time communication on the web. Now, after reading these statements, what you think about yours?