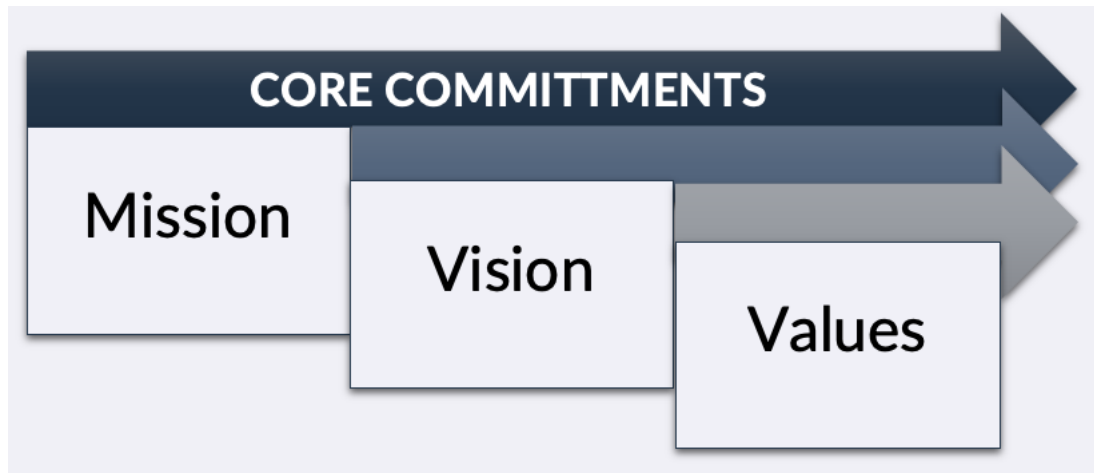


Core Commitments:



What is a Mission Statement?

A mission statement is a brief description of an organization's purpose and how it serves audiences through the types of products or services it provides them. It may also include your core values, philosophies, business ethics, or goals, all of which can help to reflect your uniqueness and what sets your business apart from others.

By writing your company mission statement, you're able to define the cause behind your brand. Then, you'll be able to use it in your business proposal and your elevator pitch. Think of a mission statement as a form of corporate communication, that allows you to establish transparency and leadership as a brand to stakeholders and your users or customers.

Furthermore, a good mission statement is effective in acting as a guiding light for the way in which a company conducts itself. This means that the statement should become a key part of your company and corporate culture to make sure everyone is aiming for the same goals. It will help employees understand the value of what they do.

Mission statements and vision statements are often confused because many organizations will use the two terms interchangeably. However, a company statement focuses on the day-to-day activities of the business thus declaring what you're doing to pursue your cause. In contrast, a vision statement describes what your company wants to be in the future. A mission statement is a chance to establish your leadership as a company and as a brand.

A mission statement is also not to be confused with a company slogan, which is often a tagline used in marketing and advertising campaigns. It may end up being more commonly associated with a company or brand than its mission statement, however.

Tips for Building Mission Statements:

- 1. Make it plausible and attainable. Your mission statement should be achievable by giving you something tangible to work on, such as having a business plan. It should fall between what you're already doing and what you can work toward. Something like this one from American Express, "Our mission is to become essential to our customers by providing differentiated products and services to help them achieve their aspirations"**
- 2. Be inspirational. Let your company's personality shine through your mission statement. It should reflect the ideas that make your company different from others. That said, you'll want to write yours in a way that not only makes it unique, but identifiable so that it strengthens your brand identity and perception. At this stage, you can also ask yourself if you plan to use your mission statement to be not only inspirational but also to establish your social responsibilities as a company. For some brands, this is a priority, for others less so but this is the time to decide for your brand. For non-profits this is often easier, than for-profit corporations. Take the Make a Wish foundation's statement as an example, "Together, we create joy, happiness, and magical memories through life-changing wishes for children with critical illnesses." Or UNICEF'S, "UNICEF is mandated by the United Nations**

General Assembly to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential." Caterpillar also gets it right with this one, "to provide the best value to customers, grow a profitable business, develop and reward people, and encourage social responsibility"

3. Use clear and simple language. Keeping it short and simple will help you convey all the important elements of the mission statement, like core values, to employees and customers alike. In order to make sure there won't be room for any misinterpretation or misunderstanding, avoid using buzzwords or flowery language. Additionally, aim for 20 words or less to get to the point. Don't neglect the grammatical aspect of your statement, make sure it contains no mistakes and reads properly. Take this example from Pinterest, "Our mission is to give everyone the inspiration to create a life that they love." It's short, just 15 words long but it creates an inspirational punch that it's hard not to connect with. Another short but impactful one is from Uber, "We ignite opportunity by setting the world in motion."

Mission statement vs. vision statement:

A mission statement and a vision statement are both important for businesses, but they serve different objectives. A mission statement is a brief description of the company's purpose and what it does, whereas a vision statement is a more aspirational document that describes its long-term goals.

A good way to put it is that a mission statement describes the business in the present, whereas a vision statement describes the business in the future, giving employees and customers a sense of what the company is working towards. A good vision statement answers questions like "What do we want to achieve in the future?" "What kind of impact do we want to have on the world?" and "What are our long-term goals?"

Writing Mission and Vision Statements:

Often, a company's executives or founders will craft the mission and vision statements. This is logical because these people usually have the most authority, or maybe they were the only employees at the very beginning of the business. Mission and vision statements can't stop there, however.

Mission and vision statements need to evolve as the company evolves. Executives need to listen for feedback about whether the company's core values as they're described in the statements are actually being put to work day to day. For example, we turn to what Facebook COO Sheryl Sandberg once called "the most important document ever to come out of Silicon Valley."

The Netflix Culture Document:

The Netflix Culture Document has been viewed more than 14 million times on SlideShare. The document was co-created by Netflix's founder, Reed Hastings, and his initial chief talent officer, Patty McCord.

Before we get too far into explaining the Netflix culture document, it's important to call out one major aspect. In many respects, the document got attention because of promised perks, like unlimited vacation. Netflix is a different type of company, and many organizations can't promise elements like that to their employees. This is similar in some ways to companies like Google often being atop "best place to work" rankings, where a familiar refrain is, "Well, we don't have the money Google does."

Most do not. So rather than think about a Netflix culture document in terms of the perks offered, think along the lines of the culture and values it tries to define. That's far more significant than any of the benefits outlined.

"[Reed and I] had been at another company together, and we didn't like how that company was when we left," McCord told Fast Company. "It was like every other company."

McCord and Hastings wanted to do something different with their mission and vision statements, so they started by defining three categories:

- **What the company should value**
- **What they themselves valued**
- **What they expected of employees**

There was no formal process to how it unfolded. “We took risks with the people stuff and we took risks with the business,” McCord has said. They knew they didn’t want to simply list core values as adjectives and nouns as other companies had done.

As a result, Netflix’s mission and vision statements ended up well-defined.

The vision of Netflix is:

- **Becoming the best global entertainment distribution service**
- **Licensing entertainment content around the world**
- **Creating markets that are accessible to filmmakers**
- **Helping content creators around the world find a global audience**

Netflix refers to its brand promise as a “quest,” which equates to its mission statement: “We promise our customers stellar service, our suppliers a valuable partner, our investors the prospects of sustained profitable growth, and our employees the allure of huge impact.”

This clarity of definition ultimately benefited Netflix’s hiring process. McCord notes, “Only fully formed adults apply to jobs here.”

This is one prominent example of mission and vision statements benefiting the overall business and talent management life cycle. Other companies have seen success from creating well-defined cultures around their mission and vision. And in almost every case, feedback and communication are the next essential items.

Mission and Vision Don’t End at Rollout:

Crafting your mission and vision statements and rolling them out to your employees is important. But that’s only about 67 percent of the work needed to make them effective. The other third is listening to — and gathering feedback from — people throughout the organization. The idea here is to make sure behaviors are consistent with the mission and vision you have defined.

This applies to your executives perhaps more than anyone. Sure, we've all seen examples of questionable executive behavior in business. But everyone in an organization needs to be held accountable to its vision and mission statements if your culture is going to truly mean anything to all employees. Mission and vision statements provide a framework for dialogue between managers, employees, and customers, and between senior management and the rest of the company. They provide a point of common ground all parties can gather on to make hard decisions and resolve conflicts. And they provide a lens through which to make decisions when no other guideposts are easily available.

What are Core Values?

Core values are the fundamental beliefs and principles that guide the behavior, decisions, and actions of an organization and its members. These values form the foundation of the company's culture, influencing how individuals within the organization interact with each other, make choices, and pursue the company's mission and vision.

1. Guiding Principles:

- Definition: Core values are the guiding principles that reflect the organization's ethos. They are the deeply ingrained beliefs that shape the company's identity and provide a moral compass for everyone involved.**
- Application: These principles serve as a reference point for decision-making at all levels of the organization. They help employees understand what is important to the company and how they should conduct themselves in various situations.**

2. Cultural Pillars:

- **Definition:** Core values are integral to shaping the organizational culture. They define the shared attitudes, behaviors, and expectations that contribute to a cohesive and positive work environment.
- **Application:** Core values influence how teams collaborate, how conflicts are resolved, and how success and failure are celebrated and addressed. They contribute to the overall vibe and atmosphere within the company.

3. Identity and Branding:

- **Definition:** Core values are not just internal principles; they also contribute to the external identity and branding of the company. They communicate what the organization stands for and what stakeholders can expect.
- **Application:** Customers, partners, and investors often align with companies that share similar values. A company's core values can be a powerful tool for attracting like-minded individuals and organizations.

4. Long-Term Focus:

- **Definition:** Core values are enduring and provide stability even in the face of change. They are not easily swayed by short-term trends or immediate challenges.
- **Application:** Having a set of well-defined core values helps the organization stay true to its principles over time. This consistency is especially important as companies navigate growth, adapt to market shifts, and face various business challenges.

5. Employee Engagement and Retention:

- **Definition:** Core values play a crucial role in employee engagement and retention. When individuals resonate with the values of the organization, they are more likely to feel a sense of purpose and belonging.
- **Application:** Employees who align with the core values are often more engaged, motivated, and satisfied in their roles. This alignment contributes to a more positive and productive workplace.