

Company Mission Examples

This document contains several examples from past students. This includes both On the Mark and Off the Mark examples. All examples are annotated with instructor’s feedback.

Off the Mark Example 1

Company Name	Snap Inc
Company Mission	Snapchat is an app that empowers people to express themselves, live in the moment, learn about the world, and have fun together. It strives to be the easiest and fastest way to communicate the full range of human emotions with your friends without pressure to be popular, pretty, or perfect.

Why is this Off the Mark?

- Mission here is strongly related to the Snapchat App and not to the company Snap. It is crucial to keep a high-level view at this stage so that your future product choices will be based on the whole company's priorities.

Off the Mark Example 2

Company Name	Deere & Company
Company Mission	<p>Deere & Company’s mission is to double and double again the John Deere experience of genuine value for employees, customers, and shareholders. It means that the company doesn’t just settle for meeting the expectations of the people associated with it. John Deere often goes above and beyond those expectations, raising the bar of your ambitions, to ensure that you are more than happy with the experience.</p> <p>Ref: https://mission-statement.com/john-deere/</p>

Why is this Off the Mark?

- Mission statement doesn’t align with the statement on their official website.
- It is important to refer to authentic and reliable websites. Always verify the domain and author of the website to ensure you cite the correct and credible website.
- Refer company’s official websites and utilize academic databases and libraries.

On the Mark Example 1

Company Name	Microsoft Corporation
Company Mission	<p>Empowering others - Our mission is to empower every person and every organization on the planet to achieve more.</p> <p>Ref: https://www.microsoft.com/en-us/about</p>

Why is this On the Mark?

- The mission statement has been captured in its entirety and with accuracy.

