# Section 6: Fortune 500 Mission Statement Reference Guide

## Inspiration from Industry Leaders

\*\*Use these proven mission statements as reference during your workshop. Notice the variety of approaches - there's no single "right" way to craft your mission.\*\*

## Technology Sector

### Leading Companies Setting the Standard

\*\*Microsoft\*\*

"To empower every person and every organization on the planet to achieve more."

\*\*Apple\*\*

"To bring the best user experience to customers through innovative hardware, software, and services."

\*\*Google\*\*

"To organize the world's information and make it universally accessible and useful."

\*\*Tesla\*\*

"To accelerate the world's transition to sustainable energy."

\*\*Amazon\*\*

"To be Earth's most customer-centric company."

## Healthcare & Life Sciences

### Transforming Health Outcomes Globally

\*\*Johnson & Johnson\*\*

"To profoundly change the trajectory of health for humanity."

\*\*UnitedHealth Group\*\*

"To help people live healthier lives and help make the health system work better for everyone."

\*\*CVS Health\*\*

"To help people on their path to better health."

\*\*Abbott\*\*

"To help people live more fully at all stages of life."

\*\*Pfizer\*\*

"Breakthroughs that change patients' lives."

## Financial Services

### Democratizing Access to Financial Success

\*\*JPMorgan Chase\*\*

"To be the most respected financial services firm in the world."

\*\*Visa\*\*

"To uplift everyone, everywhere by being the best way to pay and be paid."

\*\*PayPal\*\*

"To democratize financial services to ensure that everyone has access to affordable, convenient, and secure products."

\*\*Mastercard\*\*

"To connect and power an inclusive digital economy that benefits everyone, everywhere."

\*\*American Express\*\*

"To become essential to our customers by providing differentiated products and services."

## Retail & Consumer

### Enhancing Everyday Life for Millions

\*\*Walmart\*\*

"To save people money so they can live better."

\*\*Target\*\*

"To help all families discover the joy of everyday life."

\*\*Home Depot\*\*

"To provide the highest level of service, the broadest selection of products, and the most competitive prices."

\*\*Costco\*\*

"To continually provide our members with quality goods and services at the lowest possible prices."

\*\*Starbucks\*\*

"To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time."

## Manufacturing & Industrial

### Building Tomorrow's Infrastructure Today

\*\*3M\*\*

"To improve every life."

\*\*Caterpillar\*\*

"To enable economic growth through infrastructure and energy development."

\*\*Boeing\*\*

"To connect, protect, explore and inspire the world through aerospace innovation."

\*\*General Electric\*\*

"To rise to the challenge of building a world that works."

\*\*Honeywell\*\*

"To make the world smarter, safer, and more sustainable."

## Energy & Utilities

### Powering Sustainable Progress

\*\*NextEra Energy\*\*

"To be a leader in providing affordable, reliable and clean energy."

\*\*Exxon Mobil\*\*

"To provide energy and chemical products that are essential to improving quality of life."

\*\*Duke Energy\*\*

"To execute an aggressive clean energy transition to achieve net-zero carbon emissions by 2050."

\*\*Chevron\*\*

"To deliver energy that improves lives and powers the world forward."

## Consumer Goods & Brands

### Creating Products That Matter

\*\*Procter & Gamble\*\*

"To provide branded products and services of superior quality and value that improve the lives of the world's consumers."

\*\*Nike\*\*

"To bring inspiration and innovation to every athlete in the world."

\*\*Coca-Cola\*\*

"To refresh the world and make a difference."

\*\*PepsiCo\*\*

"To create more smiles with every sip and every bite."

\*\*Unilever\*\*

"To make sustainable living commonplace."

## Workshop Application Guide

### How to Use These Examples

\*\*During Brainstorming:\*\*

- Notice how each mission reflects the company's core business

- Observe the variety in length (7-25 words)

- See how different companies emphasize different elements

\*\*Key Patterns to Observe:\*\*

- \*\*Action-Oriented:\*\* Most begin with "To" followed by a powerful verb

- \*\*Audience-Focused:\*\* Clear about who they serve

- \*\*Impact-Driven:\*\* Specific about the change they create

- \*\*Authentic Voice:\*\* Each reflects the company's unique culture

\*\*Remember:\*\* These are reference points, not templates. Your mission must authentically represent YOUR organization's purpose, values, and aspirations.

## Your Mission Development Notes

\*\*Industry Leaders We Admire:\*\*

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\*\*Elements We Want to Incorporate:\*\*

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\*\*What Makes Us Different:\*\*

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\*\*The Change We Want to Create:\*\*

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\*"The best mission statements don't copy others – they express what makes your organization uniquely valuable to the world."\*