

Mission and vision statements

 Reading: Read the following webpage: <https://www.masterclass.com/articles/vision-vs-mission>

 Are the statements below mission or vision statements? Why?



To challenge the status quo.
To think differently.



To refresh the world and inspire
moments of optimism and happiness.



To give people the power to build
community so that we can bring
the world closer together.



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



To fulfill dreams of personal,
All-american freedom.



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



To create happiness for people
of all ages, everywhere.



To accelerate the world's transition
to sustainable energy.






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

 After reading the text answer the following questions:

- 1- What is a mission statement? Give examples.
- 2- What is a vision statement? Give examples.
- 3- What are the key differences between them?

 Participate in the forum. Imagine you set a software start-up. Create a mission statement for your start-up.

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GAP
We create emotional connections with customers around the world through inspiring product design, unique store experiences, and compelling marketing.
(CONSUMER EXPERIENCE)



APPLE
We design the best personal computers in the world, lead the digital music revolution, reinvented the mobile phone, and are defining the future of mobile media and computing devices.
(DESIGN LEADERSHIP)



LEVO LEAGUE
Our mission is to create a trusted community of young professionals who are invested in supporting each others' success in game-changing leadership positions.
(SOCIAL SERVICE)