1. What is their Mission?
2. How do they outwardly express their mission?
3. What are the effects, positive or negative, of this company?
4. How does the company inspire those within or beyond itself to embrace its mission?

Philips Mission:

At Philips, we strive to make the world healthier and more sustainable through innovation. Our goal is to improve the lives of 3 billion people a year by 2030. We will be the best place to work for people who share our passion. Together we will deliver superior value for our customers and shareholders.

Outline.

Introduction.

Breakdown of their mission. Characterize it into its main components.

* Make the world healthier and more sustainable through innovation.
* Improve the lives of people
* Best place to work for those who share their mission
* Deliver value to customers and shareholders.

Paragraph #1.

Discuss similarities with what Marian said during the June 12th. How do they put those similarities into action vs how do we see it within TURBOCAM, INC.

* Improved quality of living.
  + Employee recognition
    - Customers and Shareholders

Paragraph #2.

What effects does this company have on its surroundings. How has its effect changed throughout the lifetime of the company?

Sustainability page

<https://www.philips.com/a-w/about/sustainability/sustainable-planet.html>

Circular Economy

<https://www.philips.com/a-w/about/sustainability/sustainable-planet/circular-economy.html> Company growth

<https://www.philips.com/a-w/about/company/our-heritage.html>

Paragraph #3.

What does the company do outside of its own innovation? How do they follow through on their goal to “improve the lives of 3 billion people a year by 2030?”

Innovation Campus Bangalore.

Environmental Health and Safety / Better me better world.

Our approach

<https://www.philips.com/a-w/about/sustainability/our-approach.html>

Conclusion.

Does Phillips seem like a company that honors its own mission statement?