

# Examples of Vision and Mission Statements

## Key characteristics of a Vision Statement:

Future, broad, holistic, community-wide, aspirational, forward-looking, where you're headed, the ideal end-state (you may not get there).

## Key characteristics of a Mission Statement:

Purpose of the organization, the "how" of getting to your organization's vision. Well-defined, succinct, concrete, more grounded than vision.

Should be relatively *unique* to your organization – no one else is doing this; partners or other organizations can do (or may be doing) complementary activities in order achieve a common vision.

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**Vision:** Inspire the world. Create the future.

**Vision:** A world where transportation is as reliable as running water, everywhere for everyone.

**Vision:** A world where everyone can belong anywhere.

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**Vision:** To create economic opportunity for every member of the global workforce.

**Mission:** We connect the world's professionals to make them more productive and successful.

**Vision:** A world in which every single human being can freely share in the sum of all knowledge.

**Mission:** We empower and engage people around the world to collect and develop educational content under a free license or in the public domain, and to disseminate it effectively and globally.

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## Examples of Vision and Mission Statements

**Vision:** A community committed to health, wellness & quality of life.

**Mission:** To help people achieve optimal physical, mental, and social wellbeing through health promotion, prevention, and quality, affordable health care.

**Vision:** To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online.

**Mission:** We offer our customers the lowest possible prices, the best available selection, and the utmost convenience.

**Vision:** A love of wild and beautiful places demands participation in the fight to save them, and to help reverse the steep decline in the overall environmental health of our planet.

**Mission:** We build the best products, cause no unnecessary harm, and use business to inspire and implement solutions to the environmental crisis.

**Vision:** To provide access to the world's information in one click.

**Mission:** We organize the world's information and make it universally accessible and useful.

**Vision:** To radically shift the global economy toward small business by empowering people to easily start, confidently grow and successfully run their own ventures.

**Mission:** We are here to help our customers kick ass. We do that by living our strategy and ruthlessly prioritizing our work to create simple elegant technology that delights our customers – all while delivering service that is second to none. Every single day, we join forces across teams and groups to break down barriers, build new markets and stare down the impossible until the impossible blinks.

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## Examples of Vision and Mission Statements

**Vision:** A world in which all people's basic needs — such as shelter, clean water, sanitation, food and reliable power — are fulfilled in an environmentally sustainable way.

**Mission:** We enable economic growth through infrastructure and energy development, and provide solutions that support communities and protect the planet.

**Vision:** To be the most successful and respected car company in America.

**Mission:** We provide customers with high-value products and services and the most satisfying car ownership experience in America.

**Vision:** Commerce that is enabled by people, powered by technology, and open to everyone.

**Mission:** We empower the world to discover great value and unique selection.

**Vision:** To create a better everyday life for everyone.

**Mission:** We offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.

**Vision:** Changing the way people work, live, play, and learn.

**Mission:** We shape the future of the Internet by creating unprecedented value and opportunity for our customers, employees, investors, and ecosystem partners.

**Vision:** A company that inspires and fulfills your curiosity.

**Mission:** We use our unlimited passion for technology, content and services to deliver new, groundbreaking excitement and entertainment.

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## Examples of Vision and Mission Statements

**Vision:** To become the world's most loved, most flown, and most profitable airline.

**Mission:** We are dedicated to the highest quality of customer service delivered with a sense of warmth, friendliness, individual pride, and company spirit.

**Vision:** We believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world.

**Mission:** Spread ideas.

**Vision:** Be the world's authority on helping organizations focus on what matters.

**Mission:** We power organizations with insightful solutions that drive business success.

**Vision:** To create communities that are among the healthiest in the nation.

**Mission:** We provide high-quality, affordable health care services to improve the health of our members and the communities we serve.

**Vision:** To give people the power to build community and bring the world closer together.

**Mission:** We provide people with technology to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

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