Mission Statements



Contained in this document you will find examples of various mission statements. The mission statement examples are intended to give you an idea of the content options XXX might consider when formulating an organizational or departmental mission statement. In all instances it is recommended that you include a variety of participants in the development process and once developed, work by (in word and deed) and communicate the mission statement on a regular basis.

SAMPLE 1

General Mission Statement

XXX mission statement is to provide superior, personalized service through our staff of dedicated people. To fulfill this mission, we are committed to:

- Partner with our agents.
- Provide competitively priced products and quality claims service.
- Take advantage of technology.
- Reward employee achievement.
- Profitability.

SAMPLE 2

Mission Statement & Philosophy

- Our QUEST is to manage business travel and fulfill vacation dreams through our commitment to personalized, world-class service.
- As members of XXX Management team, we provide the highest level of travel management in the industry.
- We believe that consistent, ethical and quality performance with our customers, vendors, employees, and community will result in loyal, long term relationships.
- We believe our service should exceed industry standards and be the best value for the customer.
- We will create a profit which will enhance the lives of our employees, and, in part, will be given back to the community through programs and services.
- We believe that through shared QUEST decision-making, our company will proactively and successfully meet the challenges of the future.

- We can never be less than the best.

SAMPLE 3

People Department Mission Statement

“Recognizing that our people are the competitive advantage, we deliver the resources and services to prepare our people to be winners, to support the growth and profitability of the company, while preserving the values and special culture of XXX.”

SAMPLE 4

General Mission Statement

Our QUEST is a continual journey to improve Quality, Understanding, Enthusiasm, Service, and Teamwork in all levels of XXX by providing an open forum to achieve excellence in communication, work processes and to promote unity within the company.

- We will respect each other’s opinions.
- We will operate within a positive, professional environment.
- We will focus on Clients, Buds, and Vendors.
- We will address and satisfy both internal and external needs, never losing sight of the value of humor.
- We will reach for the best within ourselves.

SAMPLE 5

Our Mission

- To be a high performance company that:
- Attracts customers and exceeds their expectations,
- Provides an enriching, fulfilling, and rewarding environment for employees,
- Values long-term relationships with suppliers, • Serves and supports the community, and
- Achieves solid financial performance.

SAMPLE 6

General Mission Statement

We are committed to excellence in providing compassionate, personalized health care through:

- Mutual trust and respect,
- Education and leadership,
- Efficiency and service,
- Access and quality.

We believe that by working together, we will improve the health of the community we serve.

SAMPLE 7

General Mission Statement

Our mission is to be the Quality Leader, Service Leader, Technology Leader and Value-added Leader in all areas of reprographics, especially large format presentation graphics. We will provide a variety of solutions to the design community and the corporate world for the imaging and dissemination of their designs and documents. We will support our customers by providing the most diverse choice of quality products and services that they require to be the leaders in their field, to improve their performance, be more efficient, and enhance their competitive position. We will endeavor to serve our customers in such a manner that they will be totally satisfied with XXX and will not want to use anyone else for their reprographic needs.

We will continually reinforce our reputation for superior personal service by providing respect, training, involvement, recognition, reward, security and advancement opportunities to our associates.

We will conduct research and development, use state-of-the-art equipment and review our methods of operation in a never-ending effort to continually improve the quality of the products and services we offer.