

## Mission Statements to Learn From

Browse in the internet to find the mission statement of your top five companies, businesses, products or services.

Name	Mission Statement

Analyze them trying to identify the four elements of a mission statement:

- Value – What is the value of the business to both customers and employees?
- Inspiration – Why should people want to work for the company?
- Plausibility – Make it sound reasonable
- Specificity – Tie it back to the business

What did you learn from them?

What do they have in common?

We hope that these examples help you to write a powerful mission statement.

