

MISSION STATEMENT

- A Mission Statement is a definition of the company's business, who it serves, what it does, its objectives, and its approach to reaching those objectives.

Real World Examples

- Provide exceptional vacation experiences, delivered by passionate team members committed to world-class hospitality and innovation. (Norwegian Cruise Lines)
- To inspire, educate and outfit for a lifetime of outdoor adventure and stewardship. (Recreational Equipment Incorporated)
- To offer designer eyewear at a revolutionary price while leading the way for socially conscious businesses. (Warby Parker)
- To promote entrepreneurship, small business growth and the U.S. economy by providing the critical funding, oversight and support needed by the nationwide network of Small Business Development Centers. (SBDC)

Define the action: The mission of _____ is to _____.

Product or Service: by providing _____.

Who benefits: to _____.

