**Personal mission Statements**

“To serve as a **leader** by encouraging innovative ideas and forward-thinking so that our team can create technology solutions that will improve the lives of others." "To use my writing skills to inspire and educate others around the world to make change."

**DENISE MORRISON, CEO OF CAMPBELL SOUP COMPANY**

“To serve as a leader, live a balanced life, and apply ethical principles to make a significant difference.”

**JOEL MANBY, CEO OF HERSCHEND FAMILY ENTERTAINMENT**

“I define personal success as being consistent to my own personal mission statement: to love God and love others.”

"To make people happy" –Walt Disney

“My life purpose, to love and honor God, is foundational. My professional purpose is to be a ‘Builder’ of a future that transcends ways of working for the wellbeing of people and businesses throughout the world.” –Miles Everson, Former Vice Chairman, PwC US

“Treat people how you want to be treated.” –Lou Gerencer, CEO one of the top ten Harley dealerships in the US

“To do well by doing good while supporting and elevating those around me.” –Scott Shuda, Chairman of Infusystem, Inc.

**Business Mission Statements**

1. American Express: We work hard every day to make American Express the world's most respected service brand.
2. Warby Parker: To offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses.
3. InvisionApp: Question Assumptions. Think Deeply. Iterate as a Lifestyle. Details, Details. Design is Everywhere. Integrity.
4. Honest Tea: To create and promote great-tasting, healthy, organic beverages.
5. IKEA: To create a better everyday life for the many people.
6. Nordstrom: To give customers the most compelling shopping experience possible.
7. Cradles to Crayons: Provides children from birth through age 12, living in homeless or low-income situations, with the essential items they need to thrive – at home, at school and at play.
8. Universal Health Services, Inc.: To provide superior quality healthcare services that: PATIENTS recommend to family and friends, PHYSICIANS prefer for their patients, PURCHASERS select for their clients, EMPLOYEES are proud of, and INVESTORS seek for long-term returns.
9. JetBlue: To inspire humanity – both in the air and on the ground.
10. Workday: To put people at the center of enterprise software.
11. Prezi: To reinvent how people share knowledge, tell stories, and inspire their audiences to act.
12. Tesla: To accelerate the world's transition to sustainable energy.
13. Invisible Children: To end violence and exploitation facing our world's most isolated and vulnerable communities.