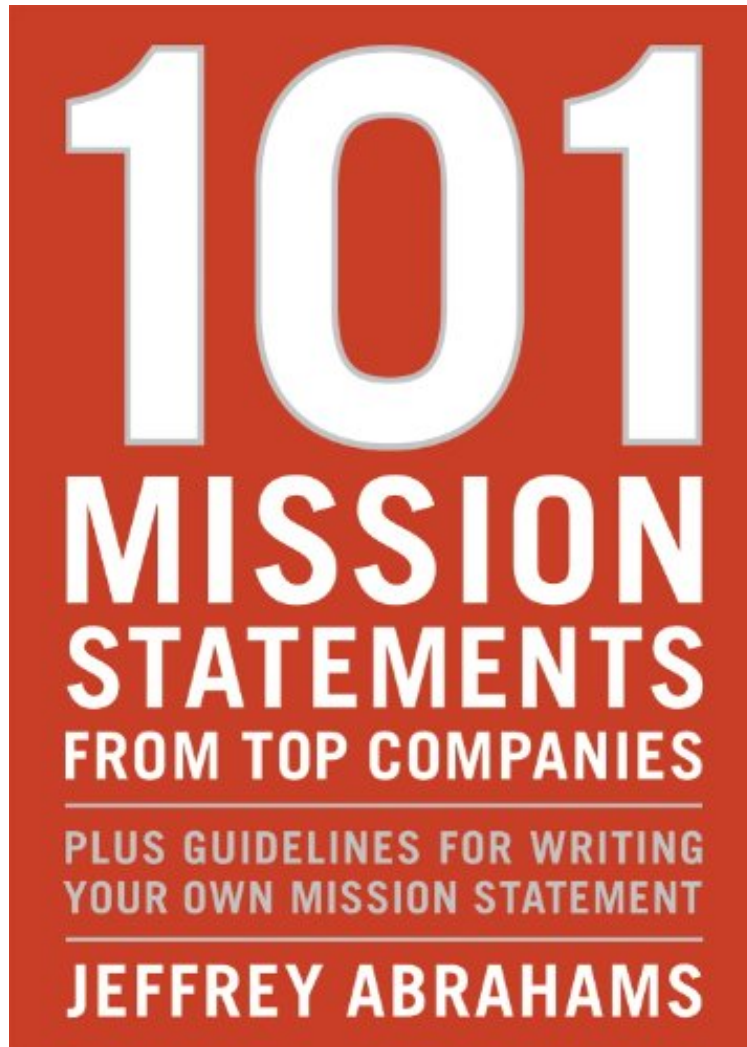


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101 Mission Statements from Top Companies: Plus Guidelines for Writing Your Own Mission Statement

Jeffrey Abrahams

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Jeffrey Abrahams : 101 Mission Statements from Top Companies: Plus Guidelines for Writing Your Own Mission Statement before purchasing it in order to gage whether or not it would be worth my time, and all praised 101 Mission Statements from Top Companies: Plus Guidelines for Writing Your Own Mission Statement:

3 of 3 people found the following review helpful. Gr-r-reat Mission StatementsBy John W. PearsonPeter Drucker said that a good mission statement should fit on a t-shirt. "Together we will build the world's most extraordinary food company," is the bold mission statement of Campbell Soup Company. Chiquita Brands International, Inc., in part, promises, "We will win the hearts and the smiles of the world's consumers..." Kellogg Company's "identity" statement

actually prompts a smile: "We build Gr-r-reat brands and make the world a little happier by bringing our best to you." This resource book delivers the "positioning statements" (vision, core values, brand promises, objectives, etc.) of 101 companies in one-page snippets. It's fun reading. "The Coca-Cola Company exists to benefit and refresh everyone it touches." That's inspiring! Pepsico's mission statement isn't. The shortest is from Amgen Inc.--"To serve patients." How about your mission statement? No one disagrees that everything you do must flow out of your mission statement. Your programs must be aligned with your mission statement. Your branding must enhance your mission statement. Yet! When I facilitate management workshops, based on my book, *Mastering The Management Buckets: 20 Critical Competencies for Leading Your Business or Non-profit*, I always poll the audience. "Please stand up if you can put your hand on your heart and recite your organization's mission statement by memory." That's when I get the deer-in-the-headlights look and otherwise bright leaders and managers break all eye contact with me. Usually, less than five percent of my workshop participants can pass the test. What's the deal here? I've concluded that most mission statements are too wordy, too boring and don't inspire. They don't energize staff members, board members or volunteers. And few CEOs take the time to connect the mission statement with real-life-in-the-trenches. The mission statement is a dusty plaque on the wall, not a daily inspiration. Jeffrey Abrahams writes, "People, by their very nature, seem to ennoble a task by endowing it with a stated mission." If it's time to dust off your mission statement, as part of your annual three-year rolling strategic plan process, here's a great resource. The book includes a list of 75 key words (many are powerful and compelling) that the author has captured from some of the best mission statements. He begins with 10 short pages on how to use the book. The variety of corporate expressions is stunning--with examples to fit almost any culture. My opinion: about two-thirds are still too long, but the gems on numerous pages are worth the journey. This book is a no-brainer addition to any leader's toolkit. And speaking of basketball, I came across this extraordinary mission statement from the NBA's Orlando Magic organization: "To be world champions on and off the court, delivering legendary moments every step of the way." Wow--that's a Gr-r-reat mission statement! 0 of 0 people found the following review helpful. A good way to know a company By Cocodrillo Inspirational. Great way to distinguish one company from another. Some of these missions will have you out of your seat they're so good. 7 of 10 people found the following review helpful. Mission Statement Mish-Mash By Michael P. Maslanka Mission statements have jumped the shark and this book is Exhibit A. Most are vapid and have zero caloric value for employees hungry for real guidance. Most of the ones selected talk in babble about being the "best" or "providing legendary service" or by "helping our customers succeed." Abrahams even lists "key" words to use in putting together your company's mission statement as if you too can aspire to be just as bland and pointless. A few exceptions: Johnson Johnson which has a credo with specific goals and aspirations(we will get a "fair profit") and Radioshack which talks about taking the mystery out of tech stuff for those who come into their stores. Of course, as we saw with Enron(look at their mission statement sometime) words are, well, just words and have no effect without actions consistent with them.

Ben Jerry's has one. So do Tiffany's and Smucker's and Microsoft. It doesn't matter whether you're a small start-up or one of the biggest players in corporate America. A clear statement of intent not only inspires a sense of overall purpose for a business or nonprofit, it serves as a practical focus for individuals within the organization. It can even provide an actual blueprint for a company's future and, ultimately, its success. Selected from among America's most successful corporations and recognizable brands, these statements vary widely in style, length, and language. However, they all share a universal vision of excellence that includes superiority in their fields, respect for and responsibility toward employees and clients, dedication to stated business goals, and community-oriented values. Additionally, 101 MISSION STATEMENTS instructs the new or future entrepreneur in crafting and customizing a mission statement that will inspire, motivate, and meet the specific needs and aspirations of the organization and its members. From the Trade Paperback edition.

From the Publisher* A powerful collection of mission statements selected from the most successful businesses and recognizable brands in North America. * Features a step-by-step guide to developing your own mission statement, including a list of key words. * Jeffrey Abrahams's THE MISSION STATEMENT BOOK was hailed by the Washington Post as a landmark volume. About the Author JEFFREY ABRAHAMS is a graduate of the University of Iowa Writers' Workshop, a former journalist, and an award-winning advertising and marketing copywriter for small businesses and Fortune 500 companies. He lives in Oakland, California.