

## Mission Statement Examples:

- **Public Service Company of New Mexico**  
*Our mission is to work for the success of people we serve by providing our customers reliable electric service, energy information, and energy options that best satisfy their needs.*
- **American Red Cross**  
*The mission is to improve the quality of human life; to enhance self-reliance and concern for others; and to help people avoid, prepare for, and cope with emergencies.*
- **Saturn Division of General Motors**  
*To market vehicles developed and manufactured in the United States that are world leaders in quality, cost, and customer satisfaction through the integration of people, technology, and business systems and to transfer knowledge, technology, and experience through GM.*
- **Eastman Kodak**  
*To be the world's best in chemicals and electronic imaging.*
- **Otis Elevator**  
*To provide any customer a means of moving people and things up, down and sideways over short distances with higher reliability than any other similar enterprise in the world.*
- **Courtyard by Marriott**  
*To provide economy and quality minded travelers with a premier, moderate priced lodging facility which is consistently perceived as clean, comfortable, well maintained, and attractive, staffed by friendly, attentive and efficient people.*
- **McDonald's**  
*To offer the fast food customer food prepared in the same high-quality manner world-wide, tasty and reasonably priced, and delivered in a consistent, low-key décor and friendly atmosphere.*
- **Wal-Mart**  
*To offer all of the fine customers in our territories all of their household needs in a manner in which they to think of us fondly.*
- **Portage County Government**  
*It is the mission of Portage County government to enhance the quality of life for all its residents by defining and providing essential services, by being responsive to changing needs, and by ensuring access to county services, while practicing fiscal responsibility.*