

## Mission Statement Research

### **Task:**

Read mission statements from various companies, organizations and groups. (approx. 10)

Keep track of the ones you read.

Take notes of characteristics of mission statements (vocabulary used, tone, similarities and differences...)

### **Intent:**

Be able to describe what mission statements are, what they do and how they are used.

**Criteria:** Pick the “best” mission statement.

Copy it word for word.

Research the company, organization or group and understand the connection between the mission statement and how it plays a role in the day to day workings of the organization. Look at whether or not there are societal conflicts that go against their belief system.

### ***Things to consider:***

- Is there a connection? Short comings?
- Consumer reports, reputations
- Ethical decisions (e.g. child labor; factory conditions; work hours)
- News incidents (positive or negative)

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<http://www.missionstatements.com>