**Online Activity – Mission Statements**

**Activity: View examples of mission statements from different organizations**

The executive summary that introduces your venture plan should include a mission statement. The mission statement briefly identifies the kind of venture you are planning, the products and/or services it will deliver, and the overall philosophy or purpose that has guided its development. The statement should be thoughtful and true. In some organizations, the mission statement describes the venture's vision, and the statement becomes the key ideal that drives the venture.

In this activity, you will search several Web sites to find examples of the mission/vision statements of a variety of organizations and companies. Then, you will use these examples as models to develop a mission statement for your own venture. (In some cases, the organization does not explicitly identify a "mission or vision statement." Instead, the purpose and overall philosophy of the business are outlined under an "About Us" link on its Web site.)

1. Visit the Web sites of the following businesses or organizations to view their mission/vision statements. Create a chart like the one below to compare your findings.
   * [**Microsoft**](http://www.microsoft.com)  Click on "About Microsoft" to read the vision statement.
   * [**Roots**](http://www.roots.com)   Click on "About Roots" for a company profile.
   * [**LasikPlus Vision Center**](http://www.lca-vision.com)   Select the "Choosing LasikPlus" link and LasikPlus Advantage link, look at the bolded headings
   * [Dole](http://www.dole.com) Open the "About Us" link and read “Our Philosophy”.
   * [**Flower King**](http://www.ypca.com/flowerking)   Read the information presented on the homepage, including the Flower King motto.
   * [**Family Daycare Services**](http://www.familydaycare.com)   Open the "About Us" link to view the mission statement.
   * One more Web site of your choice. You might choose the site of a business or not-for-profit organization that operates in your community, or an organization that you are interested in learning more about.

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| **MISSION STATEMENTS** | | |
| **Organization or  Company** | **Web Site** | **Mission Statement** |
| **Microsoft** |  |  |
| **Roots** |  |  |
| **LasikPlus** |  |  |
| **Dole** |  |  |
| **Flower King** |  |  |
| **Family Daycare Services** |  |  |
| **Company/ organization of your choice** |  |  |

1. Which organization's mission/vision statement is most effective? Which is least effective? Explain your response.
2. Write a preliminary mission statement for your personal venture based upon the examples you've looked at in this activity.