

Process in action

Example of mission statements

Update

The corporate mission of Merck has changed little as at March 2010:

‘The mission of Merck is to provide society with superior products and services by developing innovations and solutions that improve the quality of life and satisfy customer needs, and to provide employees with meaningful work and advancement opportunities, and investors with a superior rate of return. Our Company [mission and values](#) are aligned with our CR approach. They clearly set out how we see our responsibilities in terms of global health and access to medicines, ethical and sustainable business practices, contribution to scientific advancement, good employee relations, and returning value to shareholders.’

(Follow the link included to take a look at their values.)

Wal-Mart has simplified their mission into a four word phrase, ‘Save money, live better’. This appears to revert to the 2000 mission and concentrate on low price as a means to a better life. See <http://walmartstores.com/AboutUs/8123.aspx>