

Worksheet 9: A mission statement

1 In a mission statement, a company sets out its aims and its values. Think of a company that you know well. Which of these values are important to the company and why?

- | | |
|--------------------------------------|--------------------------|
| 1 personal engagement with customers | 7 team spirit |
| 2 creativity | 8 innovation |
| 3 sustainability | 9 shareholder commitment |
| 4 entrepreneurial skills | 10 integrity |
| 5 quality | 11 growth |
| 6 value for money | |

2 Read the mission statement for Orbit Energy. Match the headings from Exercise 1 to sections 1–6 of the mission statement.

3 Notice that the mission statement uses *we* and *our* and simple, concise sentences. It also uses strong verbs. Find seven strong verbs in bold in the mission statement that have a similar meaning to these verbs.

rely promote achieve vow strive intend integrate
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4 Choose the correct definition for these words taken from the mission statement.

- | | | |
|-------------------------|----------------------------|--|
| 1 know-how | a practical knowledge | b academic knowledge |
| 2 cutting-edge | a new and innovative | b traditional and well-known |
| 3 tailor-made | a designed for general use | b designed for specific use |
| 4 environmentally sound | a good for the environment | b neither good nor bad for the environment |
| 5 top-drawer | a of average quality | b of superior quality |

5 Write a mission statement for one of these companies. Alternatively, write a mission statement for a company that you know well.

Amity Bookshops

A leading chain of worldwide bookshops

SUPER P.A.

Providing secretarial services to major companies

SOLAR Products

The leader in developing roof solar panels

ORBIT ENERGY

A WORLD OF POWER

Our Mission and Values

Orbit mission

We **aim** to generate and deliver electricity in a safe, reliable and environmentally sound manner. Our vision is to be the recognised performance leader in the American electricity industry. We **combine** cutting-edge technology and innovation with excellent customer service skills.

Orbit values

1 _____

We are **committed** to meeting the needs of our customers. We **provide** a top-drawer service that is tailor-made to each individual's requirements.

2 _____

We **depend** on the combined excellence of our team of skilled and highly qualified employees to **realise** our full potential. We are **determined** to invest in a programme of continual skills development and we **encourage** team-building.

3 _____

We **endeavour** to bring new services and systems to the market by using our extensive know-how and experience of the electricity industry.

4 _____

We **deliver** profit and value for those who invest in us.

5 _____

Our intention is to show loyalty and reliability to all our business partners. We **promise** to engage in fair business practice at all times.

6 _____

We **value** our long-standing record of good environmental practice above all other concerns. We **contribute** towards sustainable development by seeking a good balance between ecological, social and economic needs.

I CAN

identify typical company values

organise and write a mission statement

understand and use strong verbs

use simple, concise sentences