



6 Examples of Powerful Mission Statements

This is an extra resource to go along with the original article:
[Writing a mission statement for your healthcare practice](#)

A powerful mission statement captivates the reader, makes a strong impression, and sets a company apart from the competition. Here are 6 examples of effective mission statements from some of the most successful companies on the planet:

1. *Create economic opportunity for every member of the global workforce.* (LinkedIn)

LinkedIn's mission statement captures their benefit-driven purpose and communicates their wide-reaching audience: the global workforce.

2. *Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.* (Patagonia)

Patagonia's mission statement makes their values clear—quality, environmentally-friendly product with positive impact.

3. *Spread ideas.* (TED)

Short and simple, TED's mission statement captures their purpose with just two words.

4. *To create a better everyday life for the many people.* (IKEA)

IKEA's mission statement lets the reader know immediately how IKEA wants to benefit them and transform their life.

5. *To help bring creative projects to life.* (Kickstarter)

For the creative, Kickstarter's statement creates immediate intrigue.

6. *To spread the power of optimism.* (Life is Good)

Life is Good's mission statement is short and sweet—and something we can all agree on.