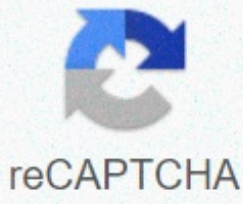




I'm not robot



Continue

Apk psplay unlimited ps4 remote play

This is BP plc. mission statement overview in 2013. For more information on how to write a mission statement, please refer to our article. Name BP plc. Logo Industries Serving Oil and Gas Geographical Areas Served Worldwide Headquarters UK Current CEO Bob Dudley Revenue \$388.285 Billion (2012) Profit \$11.816 billion (2012) Employees 85,700 (2012) Main Competitors Chevron Corporation, Exxon Mobil Corporation, Royal Dutch Shell plc. and many other oil companies. BP is a British multinational oil and gas company. It is the fifth-largest energy company by market capitalization, fifth-largest company in the world measured by 2012 revenue, and the sixth-largest oil and gas company measured by 2012 production. It is one of the six oil and gas superheads. BP is vertically integrated and operates in all areas of the oil and gas industry, including exploration and production, refining, distribution and marketing, petrochemicals, power generation and trade. It also has renewable energy activities in biofuels and wind power. Mission BP does not have an official mission statement, but offers several different statements called: What We Do, What We Stand & What We Value. In this evaluation, we use a combination of all 3 BP statements, because they look like a real mission statement. What we do:We find, develop and produce essential sources of energy. We turn these resources into products that people everywhere need. The world needs energy and this need is growing. This energy will be in many forms. That is, and always will be essential to people and progress everywhere. We expect to be held to high standards in what we do. We strive to be a safety leader in our industry, a world-class operator, a good corporate citizen and a great employer. We are BP. What we stand for: Above all, that begins with safety and excellence in our operations. It's fundamental to our success. Our approach is built on respect, to be consistent and have the courage to do the right thing. We believe success comes from the energy of our people. We have a determination to learn and to do things better. We depend on developing and deploying the best technology, and building long-lasting relationships. We are committed to making a real difference in providing the energy the world needs today, and in the changing world of tomorrow. We work as one team. We are BP. What We Appreciate: Safety Respect Excellence Courage One Team Evaluation Includes It...? Customer Products/Services Markets Yes Tech Concerns About Survival Philosophy Yes Yes Self-Concept Concerns About Public Image Employees Yes Yes Call It Values Like...? Customer or product-oriented? Citizenship Teamwork Product-Oriented Yes Score Integrity Yes 3.9/4.5 (This evaluation framework consists of the guidelines listed in our article: Statement for Success) Review This is one of the few missions in our evaluation where we combined few statements to make one statement. Although this combination is not an official mission of BP, it possesses all the characteristics of a mission. All nine components are included, giving enough information about the company for company stakeholders. BP, unlike many other companies, also addresses all the key stakeholders such as shareholders, employees, customers, suppliers, partners and communities. The company also cites all 4 values used in our evaluation, which no other company has done so far. The disadvantages of the mission statement are that it's a little too long and product-oriented. The company doesn't emphasize that it works to satisfy customers' needs, but rather to be in the production of essential energy sources. It gives limited opportunities for the company to expand into other product marketplaces without giving its mission obsolete. BP's mission scored one of the highest points in our evaluations and it's truly great mission, which should bring many benefits to the company. All the company has to do is create customer-oriented mission and set efforts to communicate it to its employees. BP (2013). Company Information. Our values. Available at: BMW mission Ford mission GM mission Honda mission Hyundai mission Toyota mission Toyota mission Who we do Global Products and Services Careers Investor presentations Results and report 2019 Upstream major projects 2018 Upstream major projects 2017 Upstream major projects 2016 Upstream major projects Upstream major projects Environment, Social and management Annual General Assembly Management information for shareholders Regulatory news service and filings Investor Relations contact Investors News and Insights Sustainability Energy economy As our business turns itself into step with the world we serve, our five values provide a fixed point of reference for the way we operate and act. They focus our people's spirit of invention and goal safety is good business. Everything we do relies on the safety of our workforce and the communities around us. We care about the safe management of the environment. We are committed to delivering energy safely to the world. Respect We respect the world we operate in. It starts with compliance with laws and regulations. We hold ourselves to the highest ethical standards and act in ways that deserve the trust of others. We depend on the relationships we have and respect each other and those we work with. We value diversity of people and thinking. We care the consequences of our decisions, big and small, on those around us. Excellence We are in a dangerous dangerous and is committed to excellence through the systematic and disciplined management of our operations. We follow and uphold the rules and standards we have set for our company. We commit to quality outcomes, have a thirst to learn, and to improve. If something isn't right, we correct it. Courage What we do is rarely easy. Achieving the best outcomes often requires the courage to face problems, to speak up and stand by what we believe in. We always strive to do the right thing. We explore new ways of thinking and are not afraid to ask for help. We are honest with ourselves and are actively seeking feedback from others. We strive for a lasting legacy, despite the short-term priorities of our world. One team Whatever the power of the individual, we'll achieve more together. We put the team ahead of our personal success and committed to building its ability. We trust each other to deliver our respective obligations. A mission statement is a short, meaningful sentence (or multiple sentences) that summarized the purpose that drives your business. A good mission statement says why you're doing what you're doing. When a company considers new opportunities, it relies on the mission to make appropriate decisions. Additionally, when the business is sold to a new owner, the mission statement continues the company's legacy. Here are 21 powerful company mission statement examples: 1. Google: Organizing the world's information Google changed their mission statement in 2014 to reflect a more positive tone. Source Organizes the world's information and makes it universally accessible and useful. In 2014, Google changed its mission statement from Don't Be Evil to organizing the world's information. This reflects a change in the overall ethos of the company. Don't be evil has a negative connotation and implies evil as something the company can and may do. Google's current mission statement provides a positive direction for the company. Google's current mission statement is effective because it indicates that providing information isn't good enough. Information must be organized. In addition, Google's products are not just for the United States, but the whole world. This worldly approach lets Google consider every country. In addition, how Google offers information should be available to everyone, regardless of their background. 2. Starbucks: Inspire & Nurturing the Human Spirit Starbucks' mission statement embodies a bigger idea than just its coffee product. Source To inspire and nurture the human spirit — one person, one cup and one neighborhood at a time. Starbucks is a coffee company and coffeehouse chain. It begins its mission statement with a vague statement, followed by details about how it will behave. Starbucks begins the mission statement with and nurture, which is a hot way to encourage others. This is followed by human spirit, which is intangible but conveys a combination of features such as intellect, emotions and creativity. Starbucks wants to create an environment for people to grow. Starbucks ends the mission statement with details on how to behave on the first part, one person, one cup and one neighborhood at a time. It keeps the company focused on the present. Working with one person can be any interaction with another employee or client. One cup keeps the focus on the quality of the coffee. One neighborhood ensures Starbucks' more than 30,000 stores focus on the community, not just the retail store. 3. Nike: To bring inspiration and innovation to every athlete Nike uses an asterisk as an innovative way to provide clarity to its mission statement. Source To bring inspiration and innovation to every athlete* in the world *If you're a body, you're an athlete. Nike is a sports apparel and shoe manufacturer and retail store. Nike does something out of the ordinary with its mission statement and includes an asterisk on the world athlete, which we'll break down in an instant. It begins to bring its mission statement with the world. This suggests that it brings products and content to its customers, versus its customers coming to them. The mission statement follows up with inspiration and innovation. Inspiration can come in the form of marketing and content; innovation comes into play with clothes. Nike is turning its mission with every athlete in the world, indicating it wants a global reach. After descending the word athlete is an asterisk that says if you're a body, you're an athlete. This statement broadens the definition of athlete to all. 4. Puma: To be the fastest sports brand in the World Puma, use the word fastest to include both customers and the company. Source To be the fastest sports brand in the world. Puma is a shoe and clothing retailer with an athletic focus. His mission statement is more vague than the typical mission statement. Fastest is open to interpretation, which can be a strength. The fastest can also be a reminder for employees to work quickly and get new products released to the public quickly. Puma may also want to act fastest on clothing trends. As for Puma's clients, getting faster with combining sports is a head for athletes who want to excel. Puma also included in the world to show its global reach. Mentioning the world also shows that its products are focused not only on athletes in the United States, but also countries around the world. This global focus could give Puma employees the encouragement to think about clothing trends around the world, not just the U.S. 5. Sony: Being a company that inspires and fulfills your curiosity To be a company that inspires and fulfills your curiosity. Our unlimited passion for Content, services and relentless pursuit of innovation drive us to deliver groundbreaking new and entertainment in ways only Sony can. Sony is a multinational conglomerate that runs businesses in electronics, gaming, entertainment and financial services. Sony operates in several industries, so its mission statement is more vague and centers around ideals. As for customers, Sony wants to inspire and fulfill curiosity. Sony wants its products and services to not only meet a need, but go further and be inspiring. Sony's relentless pursuit of innovation is a direction for employees to think outside the box to discover new ways to excite and entertain customers. 6. Facebook: Give people the power to build community Facebook's mission statement focusing on the end result of its social media platform. Source Gives people the power to build community and bring the world closer together. Facebook begins its mission statement by focusing on its users. The social media platform isn't made good by what it creates, but by what its users are creating. Facebook follows up with the word power, meaning controlling Facebook is in the users' hands, not the company's. The mission statement turns the first part with building community. It tells users and employees that the products that Facebook creates are meant to bring people together. Facebook's mission statement turns up by staining in the entire world. Facebook isn't just for a certain country or demographic. It is designed for the world to use, and by using it, it will bring everyone closer together. 7. Water.org Plan: To bring safe water and sanitation to the World Resource To bring safe water and sanitation to the world. Water.org is a nonprofit dedicated to providing clean drinking water and sanitation to developing parts of the world. The organization begins its mission statement with bring, indicating that it goes to its customers and implements services. Comparing brings to the word provided—provided is more passive than bringing. Providing water is very different from bringing water to someone in need. Water.org its mission to include safe water, which is important because many of its customers have water, but it's not safe. This phrase can include services such as sanitization of water, not just bringing safe water. Water.org finished with and sanitation for the world. Sanitation opens up its organization for providing bathroom-related services (which can contesol drinking water). 8. Verizon: We deliver the promise of the digital world to our customers Verizon focuses its mission statement on its customer's lifestyle. Source We deliver on the promise of the digital world to our customers. We make their innovative lifestyles possible. We do it all through the most reliable network and latest technology. Verizon is a telecommunications, technology and entertainment company. Its mission statement begins with delivering the promise of the digital world to our customers, showing it will not only create but bring digital technology to its customers. Verizon brings its creations to customers through retail stores. In the mission statement's second sentence, Verizon is focused on not only products but lifestyles. Verizon wants to create a deeper meaning with its customers by changing and improving how they live through innovation. The third sentence in Verizon's mission statement makes a specific head to its cellular technology with it being reliable and the latest technology. This means it wants its network to be known as the most accessible and innovative. 9. Southwest Airlines: Dedication to highest quality customer service Southwest Airlines uses unique words like warmth and kindness to indicate how its employees should treat customers. Source Devotion to the highest quality of customer service delivered with a sense of warmth, kindness, individual pride, and company spirit. Southwest Airlines' mission statement begins with dedication to the highest quality of customer service, putting a focus on its employees instead of products or a general statement about the airline industry. The word dedication is a more formal word, indicating that the employees are loyal and always on the side of the customer. Southwest follows the more general start of the mission statement with details, with a sense of warmth, kindness, individual pride and chatting spirit. This is a direct head to what employees can provide for its customers. It also provides a mantra for employees, including pride in working at Southwest and embodying the company's spirit. 10. IKEA: Offers a wide range of well-designed, functional home furniture IKEA relies on a quote from one of its initial founders to create its mission statement. Source Offers a wide range of well-designed, functional home furniture products at prices so low that as many people as possible will be able to afford them. IKEA is a manufacturer that sells low price furniture online and in retail locations. His mission statement stems from a quote by one of its founders, Ingvar Kamprad (shown above). Right from the beginning of the mission statement, IKEA determines that it wants to sell a wide range of products. That's evident in its stores, which is about 300,000 square feet (five football fields). IKEA's mission statement goes on to say functional home furniture products, meaning the furniture design should be useful and work well in-house. It wraps up the mission statement with a clear mention of low prices. But IKEA doesn't stop there — it brings a warmer element than just low IKEA phrases it: as many people as possible will be able to afford them. This brings a human element into the

furniture creation process.

11. Patagonia: Build the best product patagonia use a positive statement, followed by a negative statement to show employees what to do and not to do. Source Build the best product. Cause no unnecessary damage. Use business to inspire and implement solutions to the environmental crisis. Patagonia is a clothing company that specializes in outdoor wear. It begins its mission statement that focuses on the product it creates. It wants to build the best product. Building indicates that it actually wants to make the product, not sell someone else's. Causing no unnecessary damage applies not only to the environment, but also to customers and employees. This sentence ensures that employees think about the consequences of their actions. What the last sentence Patagonia knows it can't solve every environmental crisis in the world. Patagonia may be able to help with some, and for those who can't, it wants to serve as a role model and inspire others to do well too.

12. Fit small business: To deliver the best answers to people's questions, keep its mission statement broad so that it can expand to non-small business-related questions. Source To deliver the best answers to people's questions. Fit Small Business is an online resource for business owners. There is plenty of information packed in his brief mission statement. Deliver means Fit Small Business which provides the information to the reader. In the long term, it can send the company to pursue different content strategies based on where the small business reader spends time online. Best answers mean the content Fit Small Business offers should be better than other responses already out there. Best is undefined and left to readers and employees to determine. People's questions mean Fit Small Business listens to small business owners and employees to better understand what they have questions about.

13. Mary Kay: Enriching the lives of women & their families around the world Mary Kay focuses not only on his clients, but something his clients hold dear: family. Source Enriches the lives of women and their families around the world, with an unprecedented business opportunity. Mary Kay is a multi-level marketing company that sells beauty-related products. Since the main consumer of Mary Kay products is women, it begins its mission statement by saying directly enriching the lives of women. Focusing on women adds a female essence to the brand and products they create. After women, Mary Kay's mission statement includes families. This phrase also opens its products to teenagers. Additionally, Mary Kay makes sure you say around the world to a global audience. As the business runs largely on independent sales stripes, Mary Kay wraps up the mission statement with unprecedented business opportunity. This ensures Mary Kay is considering the experience of his business owners.

14. Tesla: Accelerate the world's transition to sustainable energy Tesla uses the descriptive and industry-appropriate word accelerated in its mission statement. Source To accelerate the world's transition to sustainable energy. Tesla is an automotive and energy company specializing in the electric car. Tesla begins its mission statement using the word accelerated. This suggests that tesla should not only move quickly with innovative and creating products, but it still needs to get faster as time goes on. Tesla follows it up with world's, showing that it's a global company. Transition is a phrase to show that Tesla is changing conventional thinking. Any transition can get messy and people might not even like it. Transition is a temporary word with change built into it. Tesla is turning the mission statement with sustainable energy, which means it's focused not only on the vehicle, but what the vehicle does, helping to provide sustainable energy.

15. Harley-Davidson: We fulfill dreams through the experiences of motorcycling Harley-Davidson expanding its mission statement to include the general public in addition to the paying customers. Source We fulfill dreams through the experiences of motorcycling by providing motorcyclists and to the general public an expansion line of motorcycles and branded products and services in select market segments. Harley-Davidson is a motorcycle manufacturer and retailer. The company begins its mission statement focusing on the customer's dreams. The idea of riding and travelling on a motorcycle is a fantasy for millions of its customers. To fulfil this dream, Harley-Davidson will provide not only motorcyclists but also the general public more and newer motorcycles and products. Selected market segments mean that Harley-Davidson focuses on the various demographics of its customers. These market segments can provide direction for the types of products it creates, how it markets the products, and how they intercess with customers. Men vs women, older vs younger, and city vs rural can all be demographics interested in different Harley-Davidson products, and each can feature different marketing strategies.

16. Philips: We strive to make the World healthier and more sustainable through innovation Philips puts the focus on customers and their needs in his mission statement. Source We strive to make the world healthier and more sustainable through innovation. Philips is one of the largest electronics companies in the world, focusing on health care and lighting. In its mission statement, the has a focus on both of its biggest businesses. Before declaring one of the missions, Philips includes the word world to show it's focused on more than just a handful of countries. Healthier is a head for his healthcare businesses. It is simple and indicates that Philip wants to improve human life. Sustainable is a head for its lighting companies. Philips turns his mission statement with innovation, showing that it will make the world healthier and more sustainable by creating new products.

17. McDonald's: Being our customers' favorite Place McDonald's includes the way customers eat to broaden its mission statement of food only. Source To our customers' favorite place and way to eat and drink. McDonald's mission statement is simple and to the point. The beginning of the mission statement says be our customers. Right away, McDonald's focuses on its customers and not products or employees. It also uses the word place to make it less about the food and more about the physical environment. McDonald's uses the word way, which can include drive-thru and to-go in addition to eating in. It wraps up the mission statement to include both food and drink. The drink is a knot to the coffee portion of the fast food business.

18. Chobani: To bring high-quality Yogurt to more people Chobani began his mission statement discussing yogurt and ending with a broad phrase about food consumption. Source To bring high-quality yogurt for more people and create positive change in our nation's food culture. Chobani is a dairy processor specializing in Greek yogurt. Chobani chooses to focus on the product in the beginning of its mission statement. High quality yogurt means more than just a good tasting product, but also past food inspections in the dairy industry. The sentence follows with more people, meaning Chobani is focused on expanding its current customer base, which can affect product creation and marketing. The end of the mission statement has broader message about the state of food: create positive change in our nation's food culture. This can mean both nutritional value and with the process of creating food. Culture is a term that has different interpretations - it could mean how its customers talk and interact with the food they eat too.

19. TED: Spread Ideas TED's simple mission statement gets right to the point of its organization's purpose. Source Spread ideas. TED stands for technology, entertainment and design. It's best known for its under 20-minute deals covering different ideas. TED's mission statement is as simple as it can get, while simultaneously offering direction for the company. Distribution means TED is focused on delivering and sharing. It should earn income for its organization, but also want to provide talks that are affordable for everyone in the world. While attending a TED talk can cost more than \$100, the company's free YouTube videos have been viewed more than 1.6 billion times. The other word in TED's mission statement is ideas. This word keeps TED laser-focused to help others share ideas. To give a TED talk, you'll need to have an idea worth sharing.

20. Automattic: To democratize Publishers and Development Automation includes the name of its popular name brand in its mission statement. Source The mission of Automattic and WordPress is to democratize publishing and development. Automattic is a web development corporation and creator of the website platform WordPress. Something unique about its mission statement is that Automattic incorporates its better-known brand with the name of its company. This could be a solid strategy for a public-facing mission statement for a company name that is not known. Automattic follows the beginning of its mission statement with to democratize publishing and development. It focuses not only on creating websites and content in public, but also supporting the developers who create and build the software. The second part of Automattic's mission statement ties together both the front and back of its WordPress software nicely.

21. eBay: Be the world's favorite destination for discovering great value eBay's mission statement discussing not only the products it sells, but the experience before purchasing those products. Source Be the world's favorite destination to discover great value and unique selection. eBay is an ecommerce company that facilities consumer-to-consumer sales. Right away, eBay's mission statement focuses on the world. After that, it says favorite destination, which can summarise multiple parts of its ecommerce platform. Favorite destination focuses on an overall enjoyable experience. eBay continues the discovery of great value, which places an emphasis on the functionality of its product search function. Customers should use the eBay's search to find great prices on its own platform in addition to rival platforms. eBay turns its mission statement with unique selection, which is both a competitive advantage and a headline to encourage customers to upload all types of products to sell.

Bottom Line The mission statement is a must-have for any growing organization. Learn from the above mission statement examples to form your own unique statement. You may not know your mission when you first start your company; however, once you determine your main revenue generator, it's time to nail down a statement. While your business is developing or acquiring additional businesses, your mission statement can also evolve. Well.