

Sample Vision Statements

Alcoa sample vision statements

At Alcoa, our vision is to be the best company in the world--in the eyes of our customers, shareholders, communities and people. We expect and demand the best we have to offer by always keeping Alcoa's values top of mind.

Anheuser-Busch sample vision statements

Be the world's beer company. Through all of our products, services and relationships, we will add to life's enjoyment.

Avery Dennison

To be the world leader in products, services and solutions that enable and transform the way consumers and businesses gather, manage, distribute and communicate information.

Avon sample vision statements

To be the company that best understands and satisfies the product, service and self-fulfillment needs of women - globally.

Bimbo sample vision statements

We are:

- The world leader in the baking industry and one of the best companies in the international food industry.
- A company with trustworthy, leading brands for our consumers.
- Our customers' preferred supplier.
- A strong and sound company for our stakeholders.
- A forward-looking company.
- An extraordinary place to work in.

Boeing sample vision statements

1950: Become the dominant player in commercial aircraft and bring the world into the jet age.

Current: People working together as one global enterprise for aerospace leadership

- People – A company, any company, is nothing more or less than the people who make it up.
- Working – This is about effort. Work. We all have a task to do. We are here to provide value to our shareholders, to Boeing people, and to communities where we work.
- Together – Every organization has forces that try to divide and reduce the impact of the total. Lockheed Martin does. Airbus does. And Boeing does. The more we can pull together, share knowledge, the stronger we will be.
- One – We have a shared destiny. We will succeed or fail together. There is one Boeing stock price. This is a powerful concept. It can make us more efficient and competitive. For example, having a leak in a boat and not helping each other bail out the water is not a successful strategy. Looking for common solutions to problems, sharing facilities, sharing services, are all part of being "One."
- Global – If we are to compete effectively in next century, we will be a global company. Our team will reflect global backgrounds and global experience.
- Company – A company is a cohesive, inclusive institution. The dictionary uses words like "assemblage," "fellowship."
- Aerospace – We are an aerospace company. We are not going to build railcars or boats. We are going to build aerospace products: airplanes, launch vehicles, satellites.
- Leadership - We are not here to be also-rans. We are here to lead, to be the best, nothing less.

Caterpillar sample vision statements

Be the global leader in customer value.

Chevron

At the heart of The Chevron Way is our vision ...to be the global energy company most admired for its people, partnership and performance.

Ford [sample vision statements](#)

Early 1900s: Democratize the automobile

Current: To become the world's leading Consumer Company for automotive products and services.

GE [sample vision statements](#)

1980s: Become the number one or number two in every market we serve and revolutionize this company to have the strength of a big company combined with the leanness and agility of a small company

Current (Note from this website publisher: I am still looking for GE's current Vision statement – as soon as I find it, I will post it here; thanks for your patience)

Gillette [sample vision statements](#)

The Gillette Company's Vision is to build Total Brand Value by innovating to deliver consumer value and customer leadership faster, better and more completely than our competition. This Vision is supported by two fundamental principles that provide the foundation for all of our activities:

Organizational Excellence and Core Values.

Attaining our Vision requires superior and continually improving performance in every area and at every level of the organization.

Our performance will be guided by a clear and concise strategic statement for each business unit and by an ongoing Quest for Excellence within all operational and staff functions.

This Quest for Excellence requires hiring, developing and retaining a diverse workforce of the highest calibre. To support this Quest, each function employs metrics to define, and implements processes to achieve, world-class status.

GM

GM's vision is to be the world leader in transportation products and related services. We will earn our customers' enthusiasm through continuous improvement driven by the integrity, teamwork, and innovation of GM people.

Heinz

Our VISION, quite simply, is to be "THE WORLD'S PREMIER FOOD COMPANY, OFFERING NUTRITIOUS, SUPERIOR TASTING FOODS TO PEOPLE EVERYWHERE." Being the premier food company does not mean being the biggest but it does mean being the best in terms of consumer value, customer service, employee talent, and consistent and predictable growth. We are well on our way to realizing this Vision but there is more we must do to fully achieve it.

Honda [sample vision statements](#)

1970: We will destroy Yamaha

Current: To Be a Company that Our Shareholders, Customers and Society Want

Ken Blanchard Companies

To be the number one advocate in the world for human worth in organizations

Kraft Foods [sample vision statements](#)

Our Vision...

Helping People Around the World Eat and Live Better

Our vision captures the essence of who we are. Everything we do flows from our vision. We just don't happen to be a business that sells food – it's what we're all about. Our vision is about meeting consumers' needs and making food an easier, healthier, more enjoyable part of life.

Our vision tells the world – our employees, customers, consumers and the communities where we make and sell our products – what we care about. It captures the importance of health and wellness, but it also embodies all the ways we can eat and live better, such as the enjoyment of a dessert, the convenience of a microwave meal, the safety and value of our products and the services and solutions we provide.

Lexmark [sample vision statements](#)

For some companies, mission statements are reserved for annual reports, but Lexmark has infused its culture with the aspirational principles that guide our business operations. Our Vision Statement and Values were drafted by employees, embraced by the board of directors, and promulgated by

senior management. They are prominently posted in Lexmark offices around the globe so that employees, customers and partners are reminded daily of Lexmark's operating philosophy.

We, the employees, are Lexmark - a dynamic, global information technology company.

We have a vision: Customers For Life. To earn our customers' loyalty, we must listen to them, anticipate their needs and act to create value in their eyes.

We want to be known for reliability, flexibility, responsiveness, innovative products and services, and exemplary citizenship. Growth, longevity and financial success will naturally follow.

We will make this happen in an enriching environment of trust, cooperation and mutual respect.

Nike [sample vision statements](#)

1960s: Crush Adidas

Current: To be the number one athletic company in the world

Note: Browsing through the web I have found that many people confuse Mission statements with Vision statements – for instance, I have found several websites claiming that Nike's Vision statement is: "To bring inspiration and innovation to every athlete in the World" – but this is Nike's Mission statement. A Vision statement by definition is something you want to become, to achieve, it is a seductive image of an ideal future – whereas a Mission statement explains the purpose of the organization – why it exists – it captures the organization's soul.

Pfizer [sample vision statements](#)

We will become the world's most valued company to patients, customers, colleagues, investors, business partners, and the communities where we work and live.

Sears

To be the preferred and most trusted resource for the products and services that enhance home and family life.

Sony [sample vision statements](#)

1950s: Become the Company most known for changing the worldwide poor-quality image of Japanese products

Current: Sony is a leading manufacturer of audio, video, communications, and information technology products for the consumer and professional markets. Its motion picture, television, computer entertainment, music and online businesses make Sony one of the most comprehensive entertainment companies in the world.

Stanford University

1940s: Become the Harvard of the West

Current (Note from this website publisher: The last time I looked, Stanford University was in the process of re-crafting its Vision statement – as soon as I learn about their new Vision statement, I will post it here; thanks for your patience)

Tyco [sample vision statements](#)

We will increase the value of our company and our global portfolio of diversified brands by exceeding customers' expectations and achieving market leadership and operating excellence in every segment of our company.