

MEET THE VOYAGER TEAM



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As Partner at Bâton Global – and professor at Drake University – Matthew Mitchell balances clients, students and research in what he describes as “The best job in the world!” His current research investigates the relationship between firm strategy, politics, and culture in different global markets.

Matthew has traveled, lived, and worked in more than 75 countries and has been invited as a consultant and guest lecturer at companies, NGOs, and universities around the world. Matthew is also a regular commentator on issues such as innovation, disruption, firm strategy and globalization.



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Today you're working toward two very important goals.

First, defining your organization's mission, vision, and values;

Second, crafting short, impactful statements to share your mission, vision, and values with the world.

Cynics will say that these statements are mere hot air, but they shouldn't be. In fact, it's difficult to understate their importance.

Mission, vision and values statements should...

- Serve as the foundation for your strategic plan.
- Convey your purpose, direction, and underlying values.
- Guide your people and leaders through times of change or challenges.

And perhaps above all, they should answer the following questions **clearly** and **concisely**:

- What do we do today?
- Who do we serve?
- What are we trying to accomplish?
- What impact do we want to achieve?



At Bâton Global, we've helped thousands of organizations develop and implement Mission, Vision, and Values statements that (UVP) – both through this resource, and through engagements with companies, communities, and mission-driven organizations.

Statements that build lasting and impactful core commitments.

To learn more about our work, just e-mail me: matthew@batonglobal.com.

Whether or not you engage us for services, we hope this searchable list of 100 Examples of Mission, Vision, and Values Statements is valuable to you as you navigate this process. We've included examples across multiple industries and market segments and encourage you to consider not just those within your industry, but also others that could inspire an alternative perspective.

With gratitude,

Matthew Mitchell, PhD

Bâton Global Partner & Drake University Professor

100 Mission, Vision, Values Statements

Company	Industry	Revenue	Mission	Vision	Values	Global (Y/N)	# of Countries w/ Direct Presence
AIG	Insurance	\$49.79 billion	We reduce fear of the future and empower our clients through our risk expertise and financial strength.	We strive to be our clients' most valued insurer.	We have the courage to make difficult promises and the integrity to keep them. We learn and collaborate to solve our clients' problems. We value the diversity of perspectives that comes from all places and people.	Y	80
AK Steel	Iron & Steel	\$6.36 billion	To create innovative, high quality steel solutions for our customers in a safe, responsible and profitable manner.	Create innovative steel products and processes that surpass our customers' needs today and for the future.	Safety. Quality. Productivity. Innovation.	Y	7
Albemarle	Specialty Chemicals	\$3.589 billion	To make the world safe and sustainable by powering the potential of people.	Converting business as usual to innovative, life-changing, sustainable solutions that make it easier to face the challenges of our world today.	Care. Curiosity. Courage. Collaboration. Humility. Integrity and Transparency.	Y	16
Alexion Pharmaceuticals	Pharmaceuticals	\$4.991 billion	To transform the lives of people affected by rare diseases and devastating conditions by continuously innovating and creating meaningful value in all that we do.	To change lives for the better - ours, people living with rare diseases, and the communities we serve. Every day.	Integrity. Inclusiveness. Dedication.	Y	21
Alibaba Group	Retail Discretionary	\$87.42 billion	To make it easy to do business anywhere.	We aim to build the future infrastructure of commerce. We envision that our customers will meet, work and live at Alibaba, and that we will be a company that lasts at least 102 years.	Customer First, Employees Second, Shareholders Third. Trust Makes Everything Simple. Change is the Only Constant. Today's Best Performance is Tomorrow's Baseline. If Not Now, When? If Not Me, Who? Live Seriously, Work Happily.	Y	10
Alliant Energy	Energy	\$3.648 billion	To deliver energy solutions and exceptional service that our customers and communities count on - safely, efficiently, and responsibly.	Innovative customer solutions. Advancing clean energy. Strengthening our communities. Building a smarter, stronger power grid.	Live Safety, Everyone, Always. Do the Right Thing. Care for Others. Make Things Better. Act for Tomorrow. Think Beyond, Be Bold.	N	1
Alzheimer's Association	Nonprofit	\$409 million	Leading the way to end Alzheimer's and all other dementia - by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.	A world without Alzheimer's and all other dementia.	Integrity. Commitment to Excellence. Inclusiveness. Diversity. Consumer Focus. Accountability.	N	1
AMD (Advanced Micro Devices)	Semiconductors	\$6.731 billion	Build great products that accelerate next-generation computing services.	High performance computing is transforming our lives.	Innovation. Quality. Research. Security.	Y	23
AmTrust	Insurance	\$5.96 billion	To deliver outstanding insurance and risk solutions to our clients and partners around the world through innovation, niche expertise, and unparalleled service.	To be a best-in-class global property and casualty insurer.	Excellence. Innovation. Integrity. Responsibility. Inclusion. Teamwork.	Y	34
Anthem	Health Care Facilities & Services	\$104.2 billion	Improving Lives and Communities. Simplifying Healthcare. Expecting More.	To be the most innovative, valuable and inclusive partner.	Leadership. Community. Integrity. Agility. Diversity.	N	1
AT&T	Technology, Media & Telecommunications	\$181.2 billion	To create connection - with each other, with what people need to thrive in their everyday lives and with the stories and experiences that matter.	To enrich our customers' personal lives and to make their businesses more successful by bringing to market exciting and useful communications services, building shareowner value in the process.	Live True. Think big. Pursue Excellence. Inspire Imagination. Be There. Stand for Equality. Embrace Freedom. Make a Difference.	Y	55
Autoliv	Automotive	\$8.55 billion	Providing world class life-saving solutions for mobility and society.	Saving More Lives.	One Autoliv, transparent, innovative and agile.	Y	27
Bank of America Corporation	Banking	\$87.7 billion	To help make financial lives better through the power of every connection.	To be the world's most finest financial services company.	Deliver Together. Act Responsibly. Realize the Power of Our People. Trust the Team.	Y	35

Boys and Girls Club of America	Nonprofit	\$2.2 billion	To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.	Provide a world-class Club Experience that assures success is within reach of every young person who enters our doors, with all members on track to graduate from high school with a plan for the future, demonstrating good character and citizenship, and living a healthy lifestyle.	Be there. Inclusivity. Cooperation.	N	1
Campbell Soup Company	Food & Snack	\$8.691 billion	To provide real food that matter's for life's moments.	N/A	Do Right and Be Real. Seek the Power of Different. Dare to Disrupt. Own it like a Founder.	Y	2
Catalent	Health Care Facilities & Services	\$3.09 billion	To develop, manufacture and supply products that help people live better, healthier lives.	To be the world's most trusted, reliable and innovative drug development and delivery partner by upholding the highest industry standards and exceeding customer expectations while driving strong, sustained growth for the company.	Patient First. Customer Dedication. People. Innovation. Integrity. Excellence.	Y	14
Caterpillar	Construction, Resource, Energy & Transportation	\$53.8 billion	To enable economic growth through infrastructure and energy development, and to provide solutions that support communities and protect the planet.	A world in which all people's basic needs — such as shelter, clean water, sanitation, food and reliable power — are fulfilled in an environmentally sustainable way and a company that improves the quality of the environment and the communities where we live and work.	Integrity. Excellence. Teamwork. Commitment. Sustainability.	Y	26
Chevron	Energy	\$146.5 billion	Enabling human progress. We develop the energy that improves lives and powers the world forward.	To be the global energy company most admired for its people, partnership, and performance.	Diversity and Inclusion. High Performance. Integrity and Trust. Protect People and the Environment. Partnership.	Y	180
Chipotle Mexican Grill	Restaurant	\$5.586 billion	To provide food with integrity.	To do more than just rolling burritos while working to cultivate a better world.	Commitment to the Best Ingredients. Doing it for Everyone. Sourcing from Farms. Emphasizing on both Quality and Responsibility.	Y	3
Citigroup	Banking	\$74.3 billion	Responsibly providing financial services that enable growth and economic progress.	N/A	Common Purpose. Responsible Finance. Ingenuity. Leadership.	Y	96
Cleveland Clinic	Nonprofit - Academic Medical Center	\$10.56 billion	Caring for life, researching for health, educating those who serve.	To be the best place for care anywhere and the best place to work in healthcare.	Quality and Safety. Empathy. Teamwork. Integrity. Inclusion. Innovation.	N	1
Clorox	Consumer Products	\$6.721 billion	To make a meaningful and positive impact on the world around us.	To build on its industry leadership in technology-enabled consumer engagement.	Do the Right Thing. Stretch for Results. Take Personal Ownership. Work Together to Win.	Y	25
Conduent	Technology services	\$4.47 billion	To deliver mission-critical services and solutions on behalf of businesses and governments - creating exceptional outcomes for our clients and the millions of people who count on them.	To become the leading business services partner for companies and governments worldwide.	Drive Client Success. Deliver with Quality and Personal Accountability. Be Open & Inclusive. Communicate with Purpose. Be a Good Teammate. Be Conduent Proud & Act with Humility.	Y	22
ConocoPhillips	Oil & Gas	\$36.67 billion	We exist to power civilization.	To be the E&P company of choice for all stakeholders by pioneering a new standard of excellence.	Safety. Integrity. Responsibility. Innovation. Teamwork.	Y	15
CoreLogic	Technology Services	\$1.76 billion	Empower our clients to make smarter decisions through data-driven insights.	To deliver unique property level insights that power the global real estate economy.	Clients First. Ownership. Respect. Engagement.	Y	5
Cummins	Transportation Equipment	\$23.57 billion	Making people's lives better by powering a more prosperous world.	Innovating for our customers to power their success.	Integrity. Diversity & Inclusion. Caring. Excellence. Teamwork.	Y	190
Dell Technologies	Hardware	\$92.15 billion	To create technologies that drive human progress.	Delivering a better tomorrow.	Customers. Winning Together. Innovation. Results. Integrity.	Y	77
Dollar General	Retail	\$27.75 billion	Serving Others.	To be America's neighborhood general store.	Convenience, Quality & Great Prices. Respect & Opportunity. A Superior Return. A Better Life.	N	1
Donaldson Company	Diversified Industrials	\$2.58 billion	To provide solutions to our customers; to do our best work; and to do the right thing in business and community.	To lead the world in filtration solutions.	Integrity. Respect. Commitment.	Y	44
DowDuPont	Chemicals	\$62.48 billion	To passionately create innovation for our stakeholders at the intersection of chemistry, biology, and physics.	Maximize long-term value per share by being the most valuable and respected science company in the world.	Integrity. Respect for People. Protecting Our Planet.	Y	60

Duke Realty	Real Estate	\$226 million	To be the preferred logistics real estates partner for our stakeholders.	Delivering excellence in logistics real estate.	Responsible. Respectful. Resourceful.	N	1
E*TRADE	Asset Management	\$2.89 billion	To enhance the financial independence of traders and investors through a powerful digital offering and professional guidance.	To be the #1 digital broker and advisor to traders and investors—known for our ease of use and the completeness of our offering.	N/A	N	1
Eaton	Power Management	\$21.39 billion	To improve people's lives and the environment with power management technologies that are more reliable, efficient, and safe.	To improve the quality of life and the environment through the use of power management technologies and services.	We are Ethical. We are Passionate. We are accountable. We are Efficient. We are Transparent. We Learn.	Y	9
eBay	Retail Discretionary	\$10.8 billion	To be the world's favorite destination for discovering great value and unique selection.	Our vision for commerce is one that is enabled by people, powered by technology, and open to everyone.	We believe people are basically good. We believe everyone has something to contribute. We believe that an honest, open trading environment can bring out the best in people. We recognize and respect everyone as a unique individual. We encourage you to treat others the way you want to be treated.	Y	34
Exact Sciences	Health Services	\$876.3 million	To change lives through easier, smarter answers across the cancer journey.	We relentlessly pursue life-changing answers in cancer that give people the clarity they need to take action, earlier.	Earlier Answers. Advanced Science and Technology. Human Spirit. Visionary Collaborations. Rooted in Communities.	N	1
Exelon	Energy	\$34.44 billion	To be the leading diversified energy company - by providing reliable, clean, affordable, and innovative energy products.	We believe that reliable, clean, and affordable energy is essential to a brighter, more sustainable future.	We are dedicated to safety. We actively pursue excellence. We innovate to better serve our customers. We act with integrity and are accountable to our communities and the environment. We succeed as an inclusive and diverse team.	Y	2
Facebook	Media	\$70.7 billion	To give people the power to build community and bring the world closer together.	N/A	Focus on impact. Move fast. Be bold. Be open. Build social value.	Y	37
Feeding America	Nonprofit	\$3.6 billion	To feed America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger.	An America where no one is hungry.	Leadership. Learning. Excellence.	N	1
Flowers Foods	Consumer Products	\$3.95 billion	We bring smiles with delicious foods and trusted brands.	As America's premier baker, we craft foods that make people smile. We are driven by a passion to boldly grow our business through inspiring leadership, teamwork, and creativity.	We strive for equality. We listen with empathy and respect for one another. We collaborate and build community. We take care of resources. We act with swift and focused purpose.	N	1
Garmin	Electronics	\$3.76 billion	To be an enduring company by creating superior products for automotive, aviation, marine, outdoor, and sports that are an essential part of our customers' lives.	We will be the global leader in every market we serve, and our products will be sought after for their compelling design, superior quality, and best value.	The foundation of our culture is honesty, integrity, and respect for associates, customers, and business partners.	Y	3
Genesis Healthcare	Health Care Facilities & Services	\$4.57 billion	To improve the lives we touch...through the delivery of high quality healthcare and everyday compassion.	We will set the standard in nursing and rehabilitative care through clinical excellence and responsiveness to the unique needs of every patient we care for. We will be the recognized leader in clinical quality and customer satisfaction in every market we serve.	Care & Compassion for every life we touch. Respect & Appreciation for each other. Teamwork & Enjoyment in working together. Focus & Discipline on improving the quality of care. Creativity & Innovation to develop effective solutions. Honesty & Integrity in all dealings.	N	1
Gilead	Biotech & Pharma	\$22.45 billion	To discover, develop, and deliver innovative therapeutics for people with life-threatening diseases.	To create a better, healthier world for all people.	Integrity. Inclusion. Teamwork. Accountability. Excellence.	Y	36
Google	Internet Content & Information	\$162 billion	To organize the world's information and make it universally accessible and useful.	To provide access to the world's information in one click.	Focus on the user and all else will follow. It's best to do one thing really, really well. Fast is better than slow. Democracy on the web works. You don't need to be at your desk to need an answer. You can make money without doing evil. There's always more information out there. The need for information crosses all borders. You can be serious without a suit. Great just isn't good enough.	Y	38
GreenSky	Specialty Finance	\$529.6 million	To help businesses grow and delight their customers.	To lead the future of payments, enabling accelerated commerce and transparency for all.	Advocacy. Enthusiasm. Integrity. Impact. Service.	N	1

Groupon	Internet Content & Information	\$2.22 billion	To be the world's commerce operating system, increasing consumer buying power while driving more business to merchants through price and discovery.	N/A	Respect: solving problems together. Community: build local everywhere. Ownership: act like it's your business. Inspiration: make work less boring.	Y	16
Hitachi	Electrical & Electronic Manufacturing	\$81 billion	To contribute to society through the development of superior, original technology and products.	Hitachi delivers innovations that answer society's challenges. With our talented team and proven experience in global markets, we can inspire the world.	Harmony. Sincerity. Pioneering Spirit.	Y	90
Hyatt Hotels Corporation	Hospitality	\$5.02 billion	To deliver distinctive experiences for our guests.	A world of understanding and care.	Respect. Integrity. Humility. Empathy. Creativity. Fun.	Y	56
Intel	Technology	\$77.87 billion	We engineer solutions for our customers' greatest challenges with reliable, cloud to edge computing, inspired by Moore's Law.	We are on a journey to be the trusted performance leader that unleashes the potential of data.	Customer Obsessed. One Intel. Fearless. Truth. Transparency. Inclusion. Quality.	Y	34
International Paper	Packaging & Paper	\$22.38 billion	To improve people's lives, the planet, and our company's performance by transforming renewable resources into products people depend on everyday.	To be among the most successful, sustainable, and responsible companies in the world.	Ethical Behavior. Personal Integrity.	Y	3
Kraft Heinz Company	Food & Beverage	\$25 billion	Let's make life delicious.	To sustainably grow by delighting more customers globally.	We are consumer obsessed. We dare to do better everyday. We champion great people. We demand diversity. We do the right thing. We own it.	Y	27
Lam Research	Semiconductors	\$10.04 billion	Dedicated to the success of our customers by being the world-class provider of innovative technology and productivity solutions to the semiconductor industry.	Number one in customer trust. Number one in market share. A company where successful people want to work. Best in-class products and services. Financial performance to fund the solutions our customers require and provide the return that our shareholders expect.	Achievement. Honesty & Integrity. Innovation & Continuous Improvement. Mutual Trust and Respect. Open Communication. Ownership & Accountability. Teamwork. Think: Customer, Company, Individual.	Y	4
Leidos	Aerospace & Defense	\$18.57 billion	To make the world safer, healthier, and more efficient through information technology, engineering, and science.	Become the global leader in the development and application of technology to solve our customers' most demanding challenges. Engage, develop, and empower our diverse and valued people to foster a culture of creativity and growth. Strengthen out communities through volunteerism, sustainable operations, and the advancement of equality.	Integrity. Inclusion. Innovation. Agility. Collaboration. Commitment.	Y	30
Linde	Chemicals	\$28.23 billion	Making our world more productive.	To be the best performing global industrial gases and engineering company, where our people deliver innovative and sustainable solutions for our customers in a connected world.	Safety. Integrity. Community. Inclusion. Accountability.	Y	13
LinkedIn	Media	\$5.3 billion	To connect the world's professionals to make them more productive and successful.	To create economic opportunity for every member of the global workforce.	Transformation. Integrity. Collaboration. Humor. Results.	Y	19
Lockheed Martin	Aerospace & Defense	\$59.81 billion	We solve complex challenges, advance scientific discovery and deliver innovative solutions to help our customers keep people safe.	Be the global leader in supporting our customers' missions, strengthening security and advancing scientific discovery.	Do What's Right. Respect Others. Perform with Excellence.	Y	11
LSC Communications	Commercial Services	\$3.326 billion	To increase client success by leveraging advanced technology, efficient solutions and our expertise in print and digital communications.	To harness our storied history and passion for innovation to better serve the communication needs of every business that we work with.	N/A	Y	3
Luxoft	Technology Services	\$906.8 million	To go beyond the client's expectations by bringing together technology, talent, innovation, and the highest quality standards.	To be the leading global IT solution and services provider with a strong position in key industry verticals.	Agility. Commitment. Creativity. Excellence. Fun. Relationship.	Y	22
LyondellBasell Industries	Chemicals	\$33.91 billion	To consistently deliver industry-leading performance by: safely and reliably delivering high quality products to customers, being the company of choice for employees and shareholder, and being a responsible, good neighbor in the communities where we operate.	We work every day to be the best operated and most valued company in our industry today and tomorrow.	We strive for excellence in everything we do. We own decisions and reward results. We believe in the power of many.	Y	25

Mastercard	Specialty Finance	\$16.883 billion	Every day, everywhere, we use our technology and expertise to make payments safe, simple and smart.	A World Beyond Cash™.	Trust. Partnership. Agility. Initiative.	Y	66
Mayo Clinic	Nonprofit - Academic Medical Center	\$12.6 billion	Inspiring hope and promoting health through integrated clinical practice, education and research.	Transforming medicine to connect and cure as the global authority in the care of serious or complex disease.	Respect. Integrity. Compassion. Healing. Teamwork. Innovation. Excellence. Stewardship.	Y	3
McCormick & Company	Consumer Products	\$5.347 billion	To stand together for the future of flavor.	A world united by flavor - where healthy, sustainable, and delicious go hand in hand.	Purpose-led performance. Taste you trust. Passion for flavor. Power of people. Driven to innovate.	Y	24
Microsoft	Technology	\$143 billion	To empower every person and every organization on the planet to achieve more.	N/A	Respect. Integrity. Accountability.	Y	211
Moody's Analytics	Bond Credit Rating	\$3.6 billion	Empowering our customers to make better, faster decision.	To be the global leader in solving critical business problems.	Customer Focus. Excellence. Open Mindset. Teamwork.	Y	24
MRC Global	Oil, Gas & Coal	\$3.662 billion	Deliver superior service to our customers around the world and provide innovative supply solutions to enhance our customers' operations.	Be the world's leading provider of PVF products and solutions to the energy and industrial markets.	Safety Leadership. Customer Satisfaction. Business Ethics. Operational Excellence. Financial Performance. Teamwork. Employee Development. Community / Charity Involvement.	Y	20
Mutual of Omaha	Insurance	\$9.347 billion	We help our customers protect what they care about and achieve their financial goals.	For every customer ... a financial future imagined, planned and secured.	We exist for our customers. We act with integrity. We are innovative. We are accountable for results. Together we achieve greatness.	N	1
NASA	Government	\$21.5 billion	Drive advances in science, technology, aeronautics, and space exploration to enhance knowledge, education, innovation, economic vitality, and stewardship of Earth.	We reach for new heights and reveal the unknown for the benefit of humankind.	Safety. Integrity. Teamwork. Excellence. Inclusion.	N	1
National Archives and Records Administration	Government	\$377 million	We drive openness, cultivate public participation, and strengthen our nation's democracy through public access to high-value government records.	We will be known for cutting-edge access to extraordinary volumes of government information and unprecedented engagement to bring greater meaning to the American experience.	Collaborate. Innovate. Learn.	N	1
Navient	Specialty Finance	\$391 million	To enhance the financial success of our customers by delivering innovative solutions and insights with compassion and personalized service.	N/A	We strive to be the best. We're stronger together. We earn the trust of our customers and colleagues. We innovate always and everywhere.	N	1
Nucor	Steel	\$22.59 billion	To become the world's safest steel company.	Leading our industry by providing unparalleled customer care, building trusted partnerships, and creating sustained value.	Safety. Teamwork. Quality. Strength. Environment.	Y	6
PAREXEL	Health Care Facilities & Services	\$2.3 billion	To combine the strength of our expertise, experience and innovation to advance the worldwide success of the biopharmaceutical and medical device industries in preventing and curing disease.	To be the premier provider to the biopharmaceutical and medical device industries for the development and commercialization of new medical therapies worldwide.	Integrity and Ethics. Client Service and Quality. Innovation. Sense of Urgency. Open Communication. Initiative and Reward. Teamwork. Ownership.	Y	41
Pentair	Water Treatment	\$3 billion	To deliver smart, sustainable solutions that empower our customers to make the most of life's essential resources.	To be the leading residential and commercial water treatment company built through: empowered employees, delivering for customers, creating value for shareholders.	Customer First. Accountability for Performance. Innovation and Adaptability. Positive Energy. Respect & Teamwork. Absolute Integrity.	Y	7
PepsiCo	Consumer Products	\$67.16 billion	Create more smiles with every sip and every bite.	Be the global leader in convenient foods and beverages by winning with a purpose.	Care for our customers, our consumers and the world we live in. Sell only products we can be proud of. Speak with truth and candor. Win with diversity and inclusion. Balance the short-term and long-term. Respect others and succeed together.	Y	27
Prudential Financial	Insurance	\$65.1 billion	To help our customers achieve financial prosperity and peace of mind.	To distinguish Prudential as an admired multinational financial services leader, trusted partner, and provider of innovative solutions for growing and protecting wealth.	Worthy of Trust. Customer Focused. Respect for Each Other. Winning with Integrity.	Y	18
Quest Diagnostics	Health Care Facilities & Services	\$7.73 billion	To be the undisputed world leader in diagnostic testing, information and services.	Empowering Better Health with Diagnostic Insights.	Quality. Integrity. Innovation. Accountability. Collaboration. Leadership.	Y	4

Samsung	Consumer Electronics	\$197.69 billion	To inspire the world with our innovative technologies, products and design that enrich people's lives and contribute to social prosperity by creating a new future.	Inspire the World, Create the Future.	People. Excellence. Change. Integrity. Co-prosperity.	Y	41
Sealed Air	Packaging	\$4.79 billion	We Re-imagine the industries we serve to create a world that feels, tastes, and works better.	To create a better way for life.	Uncompromising Ethics. Courageous Determination. Ingenious Collaboration. Purposeful Innovation.	Y	15
Southwest Airlines	Airlines	\$22.43 billion	To connect people to what's important in their lives through friendly, reliable, and low-cost air travel.	To be the world's most loved, most efficient, and most profitable airline.	Pride. Integrity. Humility. Teamwork. Honestly. Service with LUV. Efficiency. Discipline. Excellence.	Y	15
SPX FLOW	Machinery	\$1.507 billion	To provide innovative solutions that create value for our customers and help meet growing worldwide demand in the power and energy, food and beverage, and industrial end markets.	We view the future as an opportunity to enhance the world through the introduction of new ideas, a future where our ingenuity is recognized as solving problems in the industries we serve. Together, we are working to meet the needs of a growing global community in a responsible manner.	Lead with the highest standards of ethics and integrity. Innovate with customers. Impact results through personal accountability to the team. Value and engage employees. Learn, improve and celebrate.	Y	31
Starbucks	Restaurant	\$26.51 billion	To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.	To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow.	Creating a culture of warmth and belonging, where everyone is welcome. Acting with courage, challenging the status quo and finding new ways to grow our company and each other. Being present, connecting with transparency, dignity and respect. Delivering our very best in all we do, holding ourselves accountable for results. We are performance driven, through the lens of humanity.	Y	76
Sweetgreen	Restaurant	\$300 million	To inspire healthier communities by connecting people to real food.	N/A	Win. Win. Win. Think Sustainably. Keep it Real. Add the Sweet Touch. Make an Impact. Live the Sweetlife.	N	1
Sysco	Food Service	\$52.89 billion	To market and deliver great products to our customers with exceptional service.	To be our customers' most valued and trusted business partner.	Integrity. Excellence. Teamwork. Inclusiveness. Responsibility.	Y	80
Tesla	Automotive; Energy Storage	\$24.58 billion	To accelerate the world's transition to sustainable energy.	To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles.	N/A	Y	32
The Nature Conservancy	Nonprofit	\$1.055 billion	To conserve the lands and waters on which all life depends.	A world where the diversity of life thrives, and people act to conserve nature for its own sake and its ability to fulfill our needs and enrich our lives.	Integrity Beyond Reproach. Respect for People, Communities, and Cultures. Commitment to Diversity. One Conservancy. Tangible, Lasting Results.	Y	72
The Task Force for Global Health	Nonprofit	\$2.1 billion	We exist to eliminate the diseases that have plagued humankind for centuries, build the systems necessary to protect the health of entire populations.	A world free of debilitating diseases where all people are protected by strong public health systems.	Collaboration. Global Health Equity and Social Justice. Stewardship. Consequential Compassion.	Y	3
The Timken Company	Manufactured Goods	\$4.00 billion	We use our knowledge to make the world's industries work better.	Be the global leader in bearings and mechanical power transmission, continually improving performance, reliability and efficiency.	Ethics & Integrity. Quality. Teamwork. Excellence.	Y	35
The Walt Disney Company	Media	\$65.388 billion	To entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company.	To make people happy.	Honesty. Integrity. Respect. Courage. Openness. Diversity. Balance.	Y	30
Twitter	Media	\$3.459 billion	To give everyone the power to create and share ideas and information instantly without barriers.	N/A	Promote #health. Earn #trust. Be #straightforward. Unite profit and #purpose. Be #fast, #free, and #fun.	Y	19
Uber	Transportation	\$14.15 billion	To give everyone the power to create and share ideas and information instantly without barriers.	We ignite opportunity by setting the world in motion.	We build globally, we live locally. We are customer obsessed. We celebrate differences. We do the right thing. We act like owners. We persevere. We value ideas over hierarchy. We make big bold bets.	Y	65

Ulta Beauty	Retail Discretionary	\$7.39 billion	Every day we use the power of beauty to bring to life the possibilities that lie within each of us – inspiring every guest and enabling each associate to build a fulfilling career.	To be the most-loved beauty destination of our guests and the most-admired retailer by our Ulta Beauty associates, communities, partners and investors.	Give wow experiences. Win together. Improve always. Do what's right. Love what you do, own what you do. Champion diversity.	N	1
Unbounce	Marketing Services	\$25 million	To give marketers indispensable tools and resources to easily create high converting landing pages for every campaign.	Unbounce exists to empower every business to create better marketing experiences.	Courage. Ambition. Being Real. Empathy. Diversity.	Y	2
United Rentals	Equipment Rentals	\$9.351 billion	To deploy the best equipment, people, and solutions to enable our customers to safely build a better and stronger future	N/A	Safety First. A Passion for People. Visible Leadership. Customer-Driven. Absolute Integrity. Community-Minded. Continuous Innovation. Sustainability.	Y	2
UnitedHealth Group	Health Care Facilities & Services	\$242.2 billion	To help people live healthier lives and helping make the health system work better for everyone.	N/A	Integrity. Compassion. Relationships. Innovation. Performance.	Y	34
Unum	Insurance	\$12 billion	To help protect people financially when they're injured or ill and need it most. In today's environment of economically fragile families, financial protection benefits are more important than ever.	We will be the leading provider of employee benefits products and services that help employers manage their businesses and employees protect their families and livelihoods.	Integrity. Commitment. Accountability.	Y	2
USAA	Insurance	\$30.02 billion	To facilitate the financial security of its members, associates and their families through provision of a full range of highly competitive financial products and services; in so doing, USAA seeks to be the provider of choice for the military community.	N/A	Service. Loyalty. Honesty. Integrity.	Y	3
Walmart	Retail	\$524 billion	To save people money so they can live better.	Be THE destination for customers to save money, no matter how they want to shop.	Service to the Customer. Respect for the Individual. Strive for Excellence. Act with Integrity.	Y	27
Weis Markets	Retail Grocery	\$3.543 billion	To deliver an exceptional shopping experience by offering the best service, value, quality, and freshest products while being good stewards of our environment and giving back to the communities we serve.	Become the #1 supermarket in our communities by offering the most inviting buying environment in the industry while saving our customer time and money and building our brand to premier status.	Teamwork. Respect. Excellence. Accountability. Passion.	N	1
Whirlpool	Home & Office Products	\$20.419 billion	Earn trust and create demand for our brands in a digital world.	Be the best kitchen & laundry company, in constant pursuit of improving life at home.	Respect. Integrity. Diversity & Inclusion. One Whirlpool Spirit of Winning.	Y	22
Xcel Energy	Utilities	\$11.53 billion	We provide our customers the safe, clean, reliable energy services they want and value at a competitive price.	We will be the preferred and trusted provider of the energy our customers need.	We are committed, connected, safe, and trustworthy.	N	1
Xylem	Machinery	\$5.25 billion	To help our customers solve water.	We devote our technology, time and talent to advance the smarter use of water. We look to a future where global water issues do not exist.	Respect. Responsibility. Integrity. Creativity.	Y	52
Zoetis	Biotech & Pharma	\$6.26 billion	We build on a six-decade history and singular focus on animal health to bring customers quality products, services and a commitment to their businesses.	Our products, services and people will be the most valued by animal health customers around the world.	Our colleagues make the difference. Always do the right thing. Customer obsessed. Run it like you own it. We are one Zoetis.	Y	69