

# NORTH STAR STATEMENTS

Leading Practices & 250 Examples 

bâton | global

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## I.

### WELCOME & INTRODUCTION

Bâton Global's purpose is to assist our clients in making a positive impact for their customers and communities. By sharing our accumulated knowledge and experience in crafting North Star statements, we are able to support those leaders who hope to articulate their own organizational aspirations. This e-book is divided into four sections: Introductory Definitions; Leading Practices for writing North Star Statements; Our annual Bâton Voyager Award winners; and an Appendix that includes a curated database of 250 North Star statements from different organizational categories (public, private, nonprofit; industries e.g., finance and insurance, manufacturing, retail, etc.). With this e-book we hope to recognize, inspire and celebrate leading examples from other organizations that align to our Bâton vision of... Serving your world!

# INTRODUCTION TO BÂTON GLOBAL

At B|G, we have several meanings for the term “baton” which is directly translated as a staff or walking stick carried by a traveller. The bâton inspires us to lead with the experienced wisdom of a shepherd; the integrity of a saint; the curiosity of a pilgrim; the speed of a sprinter; and the passion of a great musical conductor. As servant leaders, we believe it is incumbent upon us to leverage our knowledge and expertise to help organizations succeed. By way of introduction, we’d like to share our own vision, mission and values statements as the first example.

**VISION**  
Serving your world!

**MISSION**  
Inspiring our clients and communities by providing strategy, innovation, leadership and research services that transform organizations worldwide.

**VALUES**

- Integrity:** An unwavering commitment to high ethical standards defines who we are
- Growth:** We continuously seek to learn, improve, and develop ourselves and the communities we serve.
- Resilience:** We boldly face challenges with confidence, creativity, and determination
- Excellence:** We strive to exceed our stakeholders’ expectations.
- Magnanimity:** We work in partnership with empathy, good intent, and generosity of spirit.

In carrying out our work, it became apparent to us that many organizations need help developing or refining the foundational elements of strategy: purpose, vision, mission, and values. In fulfilling our own commitment to service, we began collecting North Star statements of companies to serve as a guide to help leaders articulate their highest aspirations. This work began in 2019 with a collection of 25 statements then grew to 75 in the 2020 edition. In 2020, our database of 100 statements became Google’s #1 Ranked Resource for all searches about “How to write mission, vision and values statements?”. Now, for our 2023 update, we’ve doubled our database and added Bâton’s own Voyager Awards, to recognize best-in-class North Star statements that inform and inspire

To find the complete list of 250 North Star statements, please reference the appendix at the end of this report.

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## II. NORTH STAR STATEMENTS: DEFINED

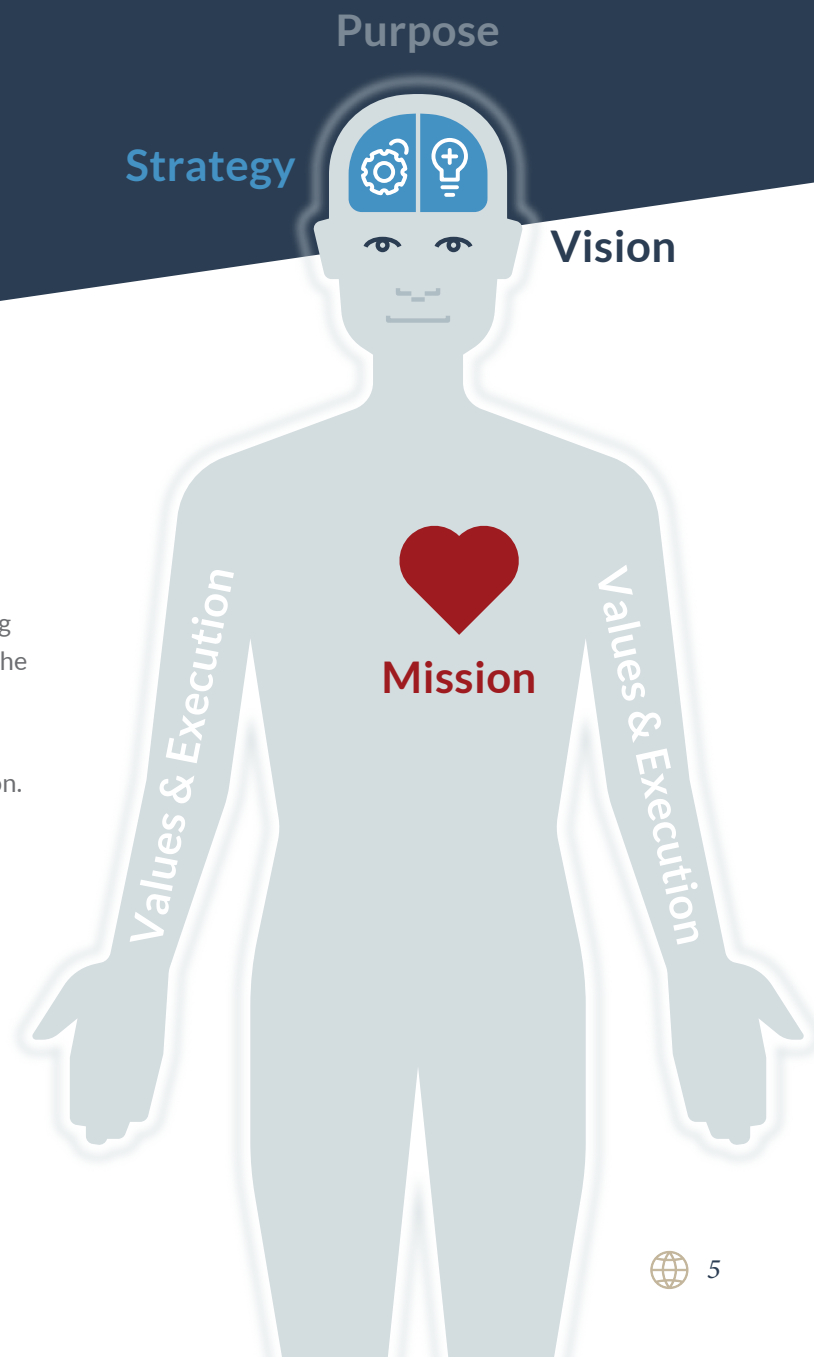
## II. NORTH STAR STATEMENTS: DEFINED

Vision, mission, and values statements serve as the foundation for successful strategy and execution. They convey the objectives, direction, and underlying values of the organization. A purpose statement often goes hand-in-hand with these concepts but is nonetheless distinct. A purpose statement defines a company's reason for being through the lens of how its products or services affect people's lives. It provides overarching clarity for organizational strategy.

Taken all together, these North Star statements help your employees, customers, and investors understand what your organization is fighting for... and how it's going to win that fight.

We like to conceptualize these different North Star statements as different parts of the human body.

- **Purpose:** The soul of a person is their animating raison d'être or reason for being, and answers the fundamental question: "Why do we exist?".
- **Vision:** The eyes look up and see beyond the horizon into the future to provide clear direction.
- **Mission:** The heart provides the necessary lifeblood to keep moving towards our target – it guides our day-to-day decisions.
- **Values:** The hands enable our actions and decisions in this world. How we treat each one another along the way forms the foundation of culture.
- **Strategy:** The brain helps align and direct our actions... to maximize our chances at success.



# PURPOSE

The purpose statement answers the question of why your organization exists, beyond profit. What is your company's core reason for being? What does it stand for? Where does it have a unique, positive impact on the world? It speaks to the soul of the organization, guiding mission, vision, and values.

A purpose statement should be inspiring and ambitious. It uses powerful wording, but it is not vague. It states the outcome of what your organization wishes to achieve or the difference your organization will make. A purpose statement doesn't have to be aimed only toward employees or customers, it can also be applicable and motivational to a broad array of stakeholders.

**When writing a purpose statement, consider the following questions:**

- > Why do we exist?
- > What problems are we solving?
- > What makes us unique?
- > How are we making things better?

## EXAMPLES

**Ford:** To help build a better world, where every person is free to move and pursue their dreams.

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**General Mills:** Making food the world loves.

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**Pfizer:** Breakthroughs that change patients' lives

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**Ralph Lauren:** To inspire the dream of a better life through authenticity and timeless style.

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**United Airlines:** Connecting people, uniting the world

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**Whole Foods:** To nourish people and the planet.

# VISION STATEMENTS

The vision statement describes the future of the organization. It reveals what the company aspires to be or hopes to achieve in the long-term. The vision statement is inspirational and motivational but also provides direction, mapping out where the organization is headed. In this regard, it serves as a guide for choosing current and future courses of action.

An effective vision statement should be concise, unambiguous, futuristic, realistic, aspirational, and inspirational. It shouldn't be generic but rather, focus on outcomes specific to the organization.

## When writing a vision statement, consider these questions:

- > Where are we going moving forward?
- > What do we want to achieve in the future?
- > What kind of future society do we envision?

## EXAMPLES

**Habitat for Humanity:** A world where everyone has a decent place to live.

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**LinkedIn:** To create economic opportunity for every member of the global workforce.

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**Wikimedia Foundation:** Imagine a world in which every single human being can freely share in the sum of all knowledge. That's our commitment.

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**Southwest Airlines:** To be the world's most loved, most efficient, and most profitable airline.

# MISSION

The mission statement defines what you do and for whom. It guides the day-to-day operations of the organization, communicates to external stakeholders the core solutions the organization provides in society, and motivates employees toward a common near-to-medium term goal. In short, the mission statement paints a picture of who the company is and what the company does.

A good mission statement should only focus on what is most important to the organization. It should be brief, clear, informative, simple, and direct. It should avoid elaborate language, clichés, and generalizations and it should emphasize outcomes and the people the organization is serving.

**When writing a mission statement, consider the following questions:**

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

## EXAMPLES

**LinkedIn:** To connect the world's professionals to make them more productive and successful.

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**Starbucks:** To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

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**Sweetgreen:** To build healthier communities by connecting people to real food.

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**Tesla:** To accelerate the world's transition to sustainable energy.

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**TripAdvisor:** To help people around the world plan and have the perfect trip.

# VALUES STATEMENTS

Values statements (or core values) specify an organization's core principles and philosophical ideals. It is used to both inform and guide the decisions and behaviors of the people inside the organization and signal to external stakeholders what's important to the company. An organization's core values shape daily culture and establish standards of conduct against which actions and decisions can be assessed.

A values statement should be memorable, actionable, and timeless. The format of the values statement depends on the organizations; some organizations use one, two or three words to describe their core values while others provide a short phrase.

**When drafting a values statement, some questions to consider include:**

- > What do we stand for?
- > What behaviors do we value over all else?
- > How will we conduct our activities to achieve our mission and vision?
- > How do we treat members of our own organization and community?

## EXAMPLES

### Gusto

- Embody a service mindset: Never stop advocating for the needs of others.
- Dream big, then make it real: Be ambitious. Show and do is greater than tell and talk.
- Be proud of the how: Ensure deep integrity in everything you do.
- Embrace an ownership mentality: Take initiative to leave things better than you found them
- Debate then commit: Share openly, question respectfully, and once a decision is made, commit fully.
- Build with humility: Put collective success before individual achievements.

### Patagonia

- Build the best product
- Cause no unnecessary harm
- Use business to protect nature
- Not bound by convention

## SUMMARY

Purpose, vision, mission, and values statements are the guiding forces behind an organization. The **purpose statement** answers the question why your organization exists; the **vision statement** provides insight into what the world looks like when you achieve your why; and the **mission statement** communicates how your brand is going to achieve your why and for whom. Underpinning your why, how, who, and what is your **values**, which reflects the behaviors and principles that guide your organization's operations. Together, purpose, mission, vision, and values are the North Star statements that provide strategic direction for your organization, informing current and future business strategies.

Our team at Bâton has tremendous experience and expertise developing these strategic North Star statements... and aligning execution to these aspirations. If you would like to meet with one of our experts, please feel free to call or email us at any time ([+1.234.BGlobal](tel:+1234.BGlobal) or [bg@batonglobal.com](mailto:bg@batonglobal.com)).

## NORTH STAR STATEMENT: CRITICAL QUESTIONS

### PURPOSE

- > Why do we exist?
- > What problems are we solving?
- > What makes us unique?
- > How are we making things better?

### VISION

- > Where are we going moving forward?
- > What do we want to achieve in the future?
- > What kind of future society do we envision?

### MISSION

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

### VALUES

- > What do we stand for?
- > What behaviors do we value over all else?
- > How will we conduct our activities to achieve our mission and vision?
- > How do we treat members of our own organization and community?

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# III. HOW TO WRITE NORTH STAR STATEMENTS

*Our Top Tips and Tricks*

### III. LEADING PRACTICES OF HOW TO WRITE NORTH STAR STATEMENTS

Purpose, vision, mission, and values statements - what we collectively call North Star statements - are important foundations that organizations use to guide strategy and decision-making. Going through the process of creating and updating these statements ensures employees and customers understand organizational values, objectives, and future goals. The following tips can help you create clear, meaningful, and living North Star statements to help set organizational priorities and engage staff working toward a common goal.





## TIP #1 | CREATE A “MARS GROUP”

Purpose, vision, mission, and values statements cannot be created by just one person alone; it is a team exercise. Identify members of a Mars Group who can help undertake this task. Think of a Mars Group as a group that could recolonize the organization on another planet. They know the organization’s goals and live out its core values. The Mars Group may include the C-suite, experienced staff, or even new team members whose collective perspectives shape a clear vision of the future.

## TIP #2 | IDENTIFY AN OBJECTIVE FACILITATOR

Creating North Star Statements is a collaborative process that usually takes place over 4-6 working sessions on average. It can be helpful to invite an objective facilitator who can guide and structure these sessions to make them more productive. A skilled moderator will ensure that group members are fully engaged, interrogate assumptions, mitigate conflict, and focus the creative efforts effectively toward their desired outcome, without influencing the final content.



## TIP #3 | REVIEW THE RESEARCH

To get started, there is no reason to start from a blank page. Clarify the definitions of purpose, mission, vision, and values statements. Make sure the Mars Group understands their function, their commonalities and their differences. Then, have the team members review a few of the North Star statements from other similar organizations. Ask team members to reflect on what they like and don't like, what makes some statements stand out, and what makes others forgetful. For examples, check out our article on how to write North Star statements which includes a collection of 250 exemplary North Star statements to help with this part of the process.

## TIP #4

## START WITH ORGANIZATIONAL VALUES

While there is no absolute, correct order in which to draft North Star statements, in our experience, it is often easiest to start with core values. Values are generally simpler for people to identify and define since everyone is already experiencing them in the organization's day-to-day activities. Starting with something simple also gets the conversation flowing.

What are core values? Core values reflect the behaviors and principles that guide your organization's operations. They shape daily culture and establish standards of conduct against which actions and decisions can be assessed.

### Tips for writing values statements:

- > Have the Mars Group ideate a list of existing values and aspirational values.
- > Send a survey to the organization asking them to provide a list of selected words that characterize existing values shaping the culture of the organization. Also, ask them to add any new values that should be considered. Survey results will help the Mars Group prioritize elements of the values while building buy-in across the organization through participation.
- > Narrow down your values, keeping them to around 4-6. Too many values will result in diminishing returns and make it harder for stakeholders to discern what is most important.
- > Keep in mind most values should already exist and be dominant in the organization's culture. It is okay, even good sometimes, to have one or two values that an organization aspires to develop. However, if all the values are aspirational, or contrary to their daily, lived experiences, there is risk of people adopting a cynical view or even rejecting efforts to implement the new values.

## TIP #5

## PURPOSE, VISION, AND MISSION...

It can be easy to start with organizational core values, but starting with purpose, vision and/or mission is completely acceptable if that is more appropriate for your team. We have worked with many organizations to help craft their North Star statements, and the following tips can help maximize success and avoid common pitfalls.

- > Start with your customers. Keep those served at top of mind. Define what success looks like for them in your context. Then think about what it means to succeed as an organization while also providing value and building loyalty.
- > Look back through historical documents to see if prior North Star statements exist or at least if there is an aspirational concept behind the creation of the organization. These “childhood formation experiences” at the beginning of an organization leave an indelible mark on the organization and can be seen/felt many years later. Instead of creating new North Star statements, it can be easier to simply rediscover or re-energize classic organizational legends and aspirations. If possible, speak with employees and stakeholders who witnessed the early stages of the organization to gain context behind the founding hopes.
- > Split up into small groups and ask each other to share a time when they felt their organization was really living in alignment with its North Star statements. Group members should ask questions to help bring the stories to life. Select especially powerful stories to be told to the whole team. Common themes begin to emerge from the stories, bringing into focus the who, what, how and why.
- > Keep statements succinct. Bâton Global has reviewed thousands of North Star statements and we’ve observed that shorter statements frequently have more impact. For external audiences, they are able to understand and act on that information more quickly. For internal audiences, shorter statements are easier to internalize and leverage in day-to-day decision making.



## TIP #6 | PUT ALL TOGETHER

Once the individual draft statements are complete, the Mars Group should look at them side-by-side and make sure the statements fit together as they should to create a cohesive set. Some additional wordsmithing may be required, but it should become apparent they work together best to create the complete strategic foundation.

## TIP #7 | GATHER FEEDBACK

After the Mars Group has selected the recommended set of statements, test them out (together) with your internal stakeholders via a focus group or survey. You will learn which elements of these statements resonate with your audience and which fall flat. This also serves as an opportunity to identify any gaps or even learn about new ideas to incorporate in your statements based on emerging trends. Not only will you enhance your North Star statements, but you'll also create additional buy-in from your employees and confirm you value their thoughts and ideas.

## TIP #8

## PUBLISH, PROMOTE, PERSIST

Once you've finalized your purpose, mission, vision, and values statements, you've got to remember the three Ps: Publish, Promote and Persist.

- > **Publish:** Publish your North Star statements on internal communications, your company website, company literature and new-hire orientation guides. Using multiple forms of media helps spread the message.
- > **Promote:** Promote these statements through leader & manager communications. Leaders need to have an elevator speech handy where they can communicate their North Star statements in a clear, brief way whether at a team meeting or walking through a parking lot.
- > **Persist:** Live these statements every single day. Share success stories on your website. Consider giving some sort of recognition to those whose behavior embodies the values of the organization to reinforce their importance.

Successful purpose, vision, mission, and values statements inspire individuals, motivate teams, and align the entire organization to act in accordance with their highest goals and aspirations. If everyone is pulling in the same direction, good North Star statements will improve efficiency and agility, enabling organizations to adapt, grow, and thrive.

These introductory tips and tricks are helpful, but if you have additional specific or advanced questions please feel free to call or email our Bâton team anytime (+1.234.BGlobal or [bg@batonglobal.com](mailto:bg@batonglobal.com)).

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**IV.** **BATON VOYAGER  
AWARDS**

# INTRODUCTION

At BG, we know that North Star statements are more than platitudes posted on websites and financial reports. Rather, when written correctly, they are one of the strongest tools a firm can use harness the engagement and aspirations of all team members. For that reason, we want to raise up organizations with best-in-class statements in the areas of Purpose, Vision, Mission, and Values by recognizing them with a Bâton Voyager Award.

## OVERVIEW CRITERIA & PROCESS

The award process begins by compiling a library of North Star statements from nominated organizations and analyzing these statements against a set of criteria. When drafting our standards, we tried to find a happy medium between screening for quality without being overly restrictive in terms of format. North Star statements are as much of an art as they are a science. For that reason, we recognize that each stage, including crafting the criteria, considering the nominations, and scoring organizations' materials, involves a mix between using uniform rating scales and subjective judgment.

Below are the final criteria and weightings used to score our nominees' statements, and in some cases, images:

**Function:** does it answer the basic framing question for that kind of statement? (50%)

- > **Purpose:** Why do we exist?
- > **Vision:** Where are we going?
- > **Mission:** How are we going to get there? What do we do?
- > **Values:** What do we stand for? How do we treat one-another along the way?

**Inspiration:** general impact on the reader (35%)

- > Do they make sense?
- > Are they memorable?
- > Are they creative i.e., in word choice, presentation, style?
- > Are they overly long, complex, or wordy?

**Integration:** is the organization living out their statements? (15%) Organizations that have successfully communicated their North Star statements and woven those aspirations into their cultures tend to reap performance benefits.

- > To what extent and how do they make the statements real?
- > Do the statements impact decisions e.g., choices in times of crisis?
- > Do the statements appear to lead to clear and consistent communication to internal and external stakeholders?
- > Are there other aligned cultural elements and corporate policies in the public domain?

## AWARD WINNERS

Each year we recognize organizations with Bâton Voyager Awards as follows:

- > The top two from each category of Purpose, Vision, Mission, and Values
- > The top organization with a complete set of North Star statements (PVMV)
- > The top Iowa firm for Vision, Mission, and Values

### PURPOSE WINNERS Smithsonian Institution and Ford



The increase and diffusion of knowledge.

#### **What we like about Smithsonian Institution's Purpose**

Simple, yet profound, the Smithsonian Institution does an excellent job of demonstrating the raw essence of a purpose statement. The statement speaks of ambitious aspirations that echo the founding principles of such organizations. This serves as an excellent example for organizations who are looking to provide inspiration without losing sight of the big picture



To help build a better world, where every person is free to move and pursue their dreams.

#### **What we like about Ford's Purpose**

Ford's purpose statement points to a higher order reason for the car manufacturer's existence. It speaks to the soul of the organization, capturing how it will make the world a better place appealing to a wide variety of stakeholders.

# VISION WINNERS

## VISION WINNERS

The Nature Conservancy and Visa



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.

### **What we like about the Nature Conservancy's Vision**

The Nature Conservancy's vision statement answers the question of what kind of future society the organization envisions. It is aspirational and inspirational without being ambiguous. We really like that there are two components to this statement that speak to the future state of nature and people.



We aspire to create cutting-edge technology for everyone, everywhere.

### **What we like about Visa's Vision**

Visa's vision says a lot in few words. These 13 words evoke innovation, speed, ease of use, and inclusivity. In a world where we are bombarded with messaging from all different types of sources, we appreciate Visa's simplicity and conciseness.

# MISSION WINNERS

## MISSION WINNERS

LinkedIn and National Archives



To connect the world's professionals to make them more productive and successful.

### **What we like about LinkedIn's Mission**

LinkedIn's mission answers the key questions of a mission statement to the letter. Not only does it flow well, but it also focuses on the key goal of the organization. This statement arms employees with an eloquent definition of what they do.



NATIONAL  
ARCHIVES

We drive openness, cultivate public participation, and strengthen our nation's democracy through public access to high-value government records.

### **What we like about National Archives Mission**

A well-written mission statement serves as a vehicle through which aspirations become operational. The National Archives mission is exemplary at communicating the daily organizational activities and the value it creates to both internal and external stakeholders.

# VALUES WINNERS

## VALUES WINNERS

John Deere and Alliant Energy



# JOHN DEERE

**WE LIVE UP TO THE LEGEND** - From newborns to newlyweds, people celebrate life's milestones with Deere. Our name is tattooed onto arms and stamped in history. You can't invent that kind of regard. You have to earn it. And we do. Whether you use our equipment every day or you've never set foot in it, everyone sees their reflection in a freshly waxed Deere. We shine because whether it moves soybeans or rubble, our iron carries the weight of legend.

**WE SERVE WITH SINCERITY** - Our relationships with farmers, builders, dealers, doers, and each other move us to do the right thing at the right time. Together, we do it for humble people. Hard-working people. People whose jobs are fundamental to the lives of all people. We look them in the eye, speak the truth, and stand by our customers. We do good work in good faith, knitted together through relationships that sustain us and the world.

**WE FORGE THE CUTTING EDGE** - We're masters at molding hard iron and melding it with hard data. Our solutions are as sophisticated as a precisely seeded field and as concrete as a perfectly graded road. We've always known the fullest potential of each seed, site, and dream lies in our ability to leap forward. We innovate on behalf of our customers because what we learn is not a byproduct of what we do. It's the fuel that powers what we can do better.

**WE STAY EVER GREEN** - Green runs through our veins and pounds in the hearts of millions. That's always been a point of pride for us. Now, it's a call to action. As stewards of the land, water, and air that sustain us, we know everything we take we must leave better. For us, sustainability isn't static. It's about prioritizing long-term goals over short-term gains and sticking to our true colors, determined to stay ever green.

### Why we like John Deere's values

John Deere's values are timeless, but their creative language makes it feel very timely. We like that instead of simply listing a value such as sustainability, they craft a narrative to speak to their specific line of work. With this storytelling we can understand how their core values shape daily culture within the organization.

Continued on Next Page:

# VALUES WINNERS

## CONTINUED

John Deere and Alliant Energy



**LIVE SAFELY. EVERYONE. ALWAYS.** Our first priority is that nobody gets hurt.

**DO THE RIGHT THING.** We keep our promises and conduct our business openly and honestly.

**CARE FOR OTHERS.** Together we create a workplace where people feel like they belong and can use their unique backgrounds, talents and perspectives to their fullest potential.

**MAKE THINGS BETTER.** We partner with our customers and communities to solve problems, create opportunities and help make life better.

**ACT FOR TOMORROW** We use resources wisely, care for the environment and continuously improve ourselves and our company.

**THINK BEYOND. BE BOLD.** We create and embrace change, innovate beyond current practices and use our curiosity to find new solutions.

### **Why we like Alliant Energy's values**

Alliant Energy has a well-rounded set of values that achieve the basic goals of the values statement. They communicate expectations at the internal level, while also demonstrating overall company values to external parties. The chosen values blend industry-specific best practices and over-arching business principles to arrive at a robust assortment of core principles and philosophical ideas.

# NORTH STAR WINNERS

## NORTH STAR WINNERS

Winnebago Industries



**Purpose:** We help our customers explore the outdoors, enabling extraordinary mobile experiences as they travel, live, work and play.

**Vision:** We will be the trusted leader in outdoor lifestyle solutions by providing exceptional innovation, quality and service in the industries we engage.

**Mission:** To create lifetime advocates of our brands through a relentless focus on delivering an unsurpassed customer experience.

**Values: Customer-Centric** - Our customers are the reason we exist. We understand and care deeply about their unmet needs. Our drive to elevate their ownership experience is pervasive in every area of our business;

**Results-Driven** -We are focused on market leadership and delivering consistent financial results. With a bias for critical thinking and execution, we will deliver a rewarding, safe work experience for our employees and superior shareholder returns;

**Innovative** - We are committed to push the frontiers every day to develop innovative and differentiated solutions. Internally, we will consistently reinvent our processes to continuously improve and exceed expectations;

**Quality-Focused** - We will strive to set the standard for quality in our industries, working every day to improve upon these levels of excellence. We are focused to do things right the first time in all we do.;

**Collaborative** - We care about each other deeply. We work in high performing teams that are accountable to each other. We seek employees with strong, diverse talents who work together effectively to deliver results;

**Trusted** - We will always conduct ourselves with the highest degree of integrity, trust and respect. We will honor our code of conduct. We will strive to be strong ambassadors in the communities our employees live and work in.

### **Why we like Winnebago Industries North Star statement set**

Many firms chose to focus on one to three North Star statements. While some may argue for quality over quantity, Winnebago Industries' portfolio of statements serves as a contrary example. Each statement achieves its specific goal, yet all of the statements cascade off of one another, building a thread of common supporting themes throughout

# IOWA WINNERS

## IOWA WINNERS Vision: UnityPoint Health | Mission: Cottingham & Butler | Values: Workiva

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### UnityPoint Health

**Vision: UnityPoint**

Best outcome, every patient, every time: these words consistently guide our future aspirations, approach decision-making and courses of action.

**Why we like UnityPoint's vision**

UnityPoint's simple yet lofty vision keeps internal and external constituencies focused on what the organization hopes to achieve in the future and what drives decision-making.

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## Cottingham & Butler

**Mission: Cottingham & Butler**

To PARTNER with our clients, to PROTECT their most valuable assets, and to BUILD an exceptional company of passionate insurance professionals.

**Why we like Cottingham & Butler's mission**

Punctual, concise, and meaningful, the mission statement for Cottingham & Butler beautifully captures the overarching themes of the insurance industry. The statement creates trust and provides context for the who, what, and how of the firm.

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# IOWA WINNERS

**IOWA WINNERS** Vision: Unity Point Health | Mission: Cottingham & Butler | Values: Workiva

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# workiva

## **Values: Workiva**

Customer Success – Always delight our customers;  
Innovation – Keep creating solutions and finding better ways;  
Trust – Always rely on each other;  
Inclusion – Support a diverse community where we all belong;  
Integrity – Do the right thing, every time;  
Accountability – Be responsible for your success and failure;  
Collaboration – Share resources and work together.

## **Why we like Workiva's values**

Workiva's values foster an environment that encourages respect, relationship-building, and in effect, growth. We like that these core values are highlighted throughout the company's website, showing that they are lived and top of mind for all employees. .

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## **Congratulations to these award winners – they are amazing!**

If you would like to write winning North Star statements, please feel free to call or email our Bâton team anytime (+1.234.BGlobal or [bg@batonglobal.com](mailto:bg@batonglobal.com)).

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## V. CONCLUSION

# THANK YOU

We would like to say a big THANK YOU to all of the organizations who have inspired us with their amazing statements! We would also like to thank our Bâton team members for collecting and sharing and caring enough to celebrate the incredible work of organizations who are dedicated to doing incredible things. If you have awesome North Star statements and would like to be considered for future Voyager Awards, please participate in our survey and share how your organization articulates its inspiration.

## CONCLUSION

Over the years, it's been exciting and humbling to see our work helping clients create their purpose, vision, mission, and values statements expand. If you are interested in developing or updating your North Star Statements, please:

- > **Schedule a chat with us at [Batonglobal.com](https://Batonglobal.com)**
- > **Email us at [bg@batonglobal.com](mailto:bg@batonglobal.com)**
- > **Call us at 1.234.BGlobal or 1.234.245.6225**

No matter where you are in your North Star journey, keep inspiring and pursuing purpose with passion!

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**VI.** **ADDITIONAL RESOURCES  
FOR LEADING PRACTICES**

# ADDITIONAL RESOURCES FOR LEADING PRACTICES

365 Careers. (2018, January 26). [The mission, vision and values statements](#) [video].

Aziz, A. (2020, February 18). [The power of purpose: The 7 elements of a great purpose statement.](#)

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**BÂTON'S VOYAGER DATABASE: 250 LEADING EXAMPLES**

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# VII. APPENDIX

## VII. APPENDIX | BATON'S VOYAGER DATABASE: 250 LEADING EXAMPLES

250 Purpose, Mission, Vision, Values Statements							
Organization Name	Category	Industry	Revenue ( BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
ADM: Archer Daniels Midland	Public	Food, Beverage, and Tobacco	\$85.25B	To unlock the power of nature, to enrich the quality of life.	Nature's Power, Unlocked. As one of the world's largest nutrition companies, ADM is a leader in both human and animal nutrition. We unlock the power of nature and transform crops into ingredients and solutions for foods, beverages and supplements for people all around the world, and we provide a complete range of solutions and services for livestock, aquaculture and pets.		The power of nutrition - Access to nutrition has the power to solve many of the world's challenge; Food from nature - Food derived from nature is an important driver of health and wellness; Nourishment - Everyone has the right to the food they need to sustain their lives
AIG	Public	Finance and Insurance	\$49.79B			"Our vision is ... To be the world's first-choice provider of insurance and financial services. We will create unmatched value for our customers, colleagues, business partners and shareholders as we contribute to the growth of sustainable, prosperous communities."	"People: Develop diverse talent. Reward excellence. Customer Focus: Anticipate their priorities. Exceed their expectations. Performance: be accountable. Manage risks. Deliver AIG's strength. Integrity: Work honestly. Enhance AIG's reputation. Respect: Value all colleagues. Collaborate with one another. Entrepreneurship: Seize opportunities. Innovate for and with customers."
Albemarle	Public	Manufacturing	\$3.589B	Making 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: We value safety and the well-being of each other. We help make our communities better. We are stewards of the environment. CURIOSITY: We encourage questions and wonder. We seek continuous learning, improvement and innovation. COURAGE: We are comfortable being vulnerable. We are willing to take informed and shared risks, but not shortcuts. COLLABORATION: We believe two are better than one when two act as one. We are empowered to perform our jobs and are accountable for the result. HUMILITY: We share the credit and value the ideas of others – it's not about me. We value diversity of thoughts, experiences and cultures. INTEGRITY & TRANSPARENCY: We are our word. We do what we say. We communicate and act transparently. What you see is what you get."
Alcoa	Public	Manufacturing	\$12.15B	Turn Raw Potential into Real Progress.		Reinvent the aluminum industry for a sustainable future.	Act with Integrity - be open, honest, and accountable; Do the right thing the right way; Promote high ethical standards at all times. Operate with Excellence - Continually improve standards of operation; Analyze every angle to overcome difficulty; Empower everyone with the right resources to do their best work. Care for People - Put safety and health first; Seek solutions with diverse, inclusive teams; Make every decision with the community in mind. Lead with Courage - Embrace opportunities to reinvent; Innovate for long-term impact; Challenge the status quo
Alexion Pharmaceuticals	Public	Pharmaceuticals, Biotechnology, and Life Sciences	\$4.991B		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.
Alibaba Group	Public	Retail Trade	\$87.42B		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.
Alliant Energy	Public	Energy	\$3.67B	To serve customers and build strong communities.	To deliver energy solutions and exceptional service that our customers and communities count on - safely, efficiently, and responsibly.	POWERING WHAT'S NEXT. It's not about changing the way we generate energy. It's about acting today to meet our customers' energy needs tomorrow.	LIVE SAFELY. EVERYONE. ALWAYS. Our first priority is that no body gets hurt. DO THE RIGHT THING. We keep our promises and conduct our business openly and honestly. CARE FOR OTHERS. Together we create a workplace where people feel like they belong and can use their unique backgrounds, talents and perspectives to their fullest potential. MAKE THINGS BETTER. We partner with our customers and communities to solve problems, create opportunities and help make life better. ACT FOR TOMORROW We use resources wisely, care for the environment and continuously improve ourselves and our company. THINK BEYOND. BE BOLD. We create and embrace change, innovate beyond current practices and use our curiosity to find new solutions.

Organization Name	Category	Industry	Revenue ( BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
Allstate	Public	Finance and Insurance	\$53.23B	As the Good Hands... We empower customers with protection to help them achieve their hopes and dreams. We provide affordable, simple and connected protection solutions. We create opportunity for our team, economic value for our shareholders and improve communities.			Integrity is non-negotiable; Inclusive Diversity & Equity values and leverages unique identities with equitable opportunity and rewards; Collective Success is achieved through empathy and prioritizing enterprise outcomes ahead of individuals.
Alzheimer's Association	Nonprofit	Non Profit	\$0.409B		The Alzheimer's Association leads 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.	"Community: Inspire all people and organizations to join the cause and grow our shared passion. Inclusivity: Seek out different and diverse viewpoints through collaboration. Accountability: Take responsibility to achieve goals and expect results — ourselves and others. Agility: Lead and embrace changes with courage. Integrity: Act ethically, with honesty, transparency and compassion."
AMD (Advanced Micro Devices)	Public	Technology Hardware and Equipment	\$6.731B		Build great products that accelerate next-generation computing services.	High performance computing is transforming our lives.	
American Cancer Society	Nonprofit	Non Profit	\$0.72B		The American Cancer Society's mission is to save lives, celebrate lives, and lead the fight for a world without cancer.		INTEGRITY - Driven by truth, ethics, and fact of science; COMPASSION - Caring for and supporting those touched by cancer; COURAGE - Undeterred by challenges and bold in action; DETERMINATION - Relentlessly pursuing a world without cancer; DIVERSITY - Intentionally striving for equity through inclusion and respect
American Endowment Foundation	Nonprofit	Non Profit	\$0.96B		Help donors give more in an impactful way and enjoy their philanthropy.	American Endowment Foundation(AEF) will become the donor advised fund program of choice by donors and their advisors that helps donors enjoy their philanthropic experience, inspire others and improve the world.	We believe in Philanthropy - We partner with advisors and donors to assist donors with their philanthropic expressions; Together, we are a powerful force for good. Quality Service Inspires Us - We listen and ask to understand so we can respond and exceed expectations; We continually improve the way we provide service to our partners and each other. We are Caring and Supportive - We value each individual as a person and as a member of the AEF team; We enjoy working together and celebrate our role in the giving community.
American Equity Investment Life Insurance Company	Public	Finance and Insurance	\$3.69B		Our mission is to deliver financial dignity in retirement to our contract owners, so they can fulfill their purpose in life – no matter what that might be.		COMMITMENT TO SERVICE – One of American Equity's core philosophies is providing exemplary customer service each day. We are committed to conservative investment practices that focus on keeping your money protected. If you call our office during business hours, you'll always talk to a live person and won't have to wait on hold for a long period of time. Our team members are professional, courteous and helpful to your needs. PRODUCT INTEGRITY – We understand that every retirement is different, and each one requires its own financial approach. However, the end goal is the same – a reliable income source and asset protection. With our annuities, we are focused on providing you a contract backed by our financial strength and claims-paying ability. Our values of honesty, fairness and truthfulness have always been essential to the products we design. FINANCIAL STRENGTH – We have been recognized for our commitment to solid business principles and financial strength. A.M. best is the largest and oldest independent worldwide insurance rating agency dedicated to providing financial strength ratings and detailed reports on insurance companies. A.M. best has assigned American Equity an "A-" Excellent rating. Their expert opinion validates our strength and ability to maintain strong capital adequacy and meet the long-term contractual obligations relative to the norms of the industry.
American Kidney Fund	Nonprofit	Non Profit	\$0.34B		We carry out our mission – fighting kidney disease and helping people live healthier lives – with an unmatched scope of programs that support people wherever they are in their fight against kidney disease – from prevention through post-transplant living.	AKF's vision is a world without kidney disease. Until that day comes, we believe that every kidney patient should have access to health care, and every person at risk for kidney disease should be empowered to prevent it.	"1. Put people at the center - We understand the countless ways that kidney disease impacts lives. We are constantly listening to patients so that we can deliver innovative solutions that address their short- and long-term needs. 2. Make sure no kidney patient fights alone - Kidney disease isolates patients from their loved ones, communities and passions. AKF is here to make sure someone is fighting by the patient's side, no matter where they are in their disease journey. 3. Bring kidney disease out of the shadows - Kidney disease kills more Americans every year than breast or prostate cancer. It's time that kidney disease gets the attention it deserves at all levels of government and society – so we can head off a growing epidemic."

Organization Name	Category	Industry	Revenue (BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
AmTrust	Public	Finance and Insurance	\$5.96B		Our mission has remained the same since the beginning: 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: We set high standards in all areas of our performance. We deliver outstanding solutions, products and services to our agents, brokers, partners, customers, and communities. Our actions drive financial strength and stability. INNOVATION: We are nimble, responsive, service oriented, and entrepreneurial. We leverage technology to create value for our agents, brokers, partners, customers, employees and stockholders. We challenge traditional solutions and create new approach. INTEGRITY: We act honestly, fairly and with high ethical standards. We question actions inconsistent with our values. We are trusted by our colleagues, customers and partners. We honor our promises and obligations. RESPONSIBILITY: We are dependable and our agents, brokers, partners, customers, colleagues, and communities can count on us. We do what we say we will do. We take responsibility for our actions and those of our team. INCLUSION: We embrace and value diverse individuals, opinions, cultures, and abilities, and actively seek them out. We respect all people and appreciate our differences. Simply put, we treat others the way we would like to be treated. TEAMWORK: We are one global AmTrust team, building relationships and collaborating help us achieve success. We welcome spirited discussion. We know we will achieve more together than as individuals."
Apollo Global Management	Public	Finance and Insurance	\$5.95B	Our clients rely on our investment acumen to help secure their future. We must never lose our focus and determination to be the best investors and most trusted partners on their behalf. We strive to be: The leading provider of retirement income solutions to institutions, companies, and individuals; The leading provider of capital solutions to companies. Our breadth and scale enable us to deliver capital for even the largest projects – and our small firm mindset ensures we will be a thoughtful and dedicated partner to these organizations. We are committed to helping them build stronger businesses; A leading contributor to addressing some of the biggest issues facing the world today – such as energy transition, accelerating the adoption of new technologies, and social impact – where innovative approaches to investing can make a positive difference.			Outperform Expectations; Challenge Convention; Champion Opportunity; Lead Responsibly; Drive Collaboration.
Art's Way Manufacturing	Public	Automobiles and Components	\$0.024B		To deliver high-quality, market-responsive products and services which will exceed customer expectations and maximize shareholder value		"RELIABLE - Art's Way has been producing equipment that farmers have depended on since 1956. We take pride in our reputation for well- built, reliable equipment. FOCUSED - by focusing on specialized niche markets, we are able to commit all of our resources to building the best equipment, and providing the highest level of expertise and support to our customers. COLLABORATIVE - We are close to our customers, allowing us to listen to their changing needs and work nimbly so we can quickly respond to changes in the markets we serve. IRREVERENT - Straight talk with a no- B.S. attitude, we punch above our weight and don't take ourselves too seriously. We've got a challenger swagger to us."
AT&T	Public	Telecommunication Services	\$181.2B	We create connection – with each other, with what people need to thrive in their everyday lives and with the stories and experiences that matter.			Live True. Think big. Pursue Excellence. Inspire Imagination. Be There. Stand for Equality. Embrace Freedom. Make a Difference.
ATS - Antarctic Treaty Secretariat	Governmental	Governmental - Global & Multilateral	N/A		The Secretariat mission is to assist the Antarctic Treaty Consultative Meeting (ATCM) and the Committee for Environmental Protection (CEP) in performing their functions, with the aim of strengthening the Antarctic Treaty system and ensuring that all activities in Antarctica are consistent with the purposes and principles of the Antarctic Treaty and its Protocol on Environmental Protection.		

Organization Name	Category	Industry	Revenue (BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
Avis Rental	Private	Transportation and Warehousing			"We will ensure a stress-free car rental experience by providing superior services that cater to our customers' individual needs...always conveying the 'We Try Harder®' spirit with knowledge, caring and a passion for excellence."	"We will lead our industry by defining service excellence and building unmatched customer loyalty."	"Integrity: We will honor all commitments to our customers, employees and shareholders. We will conduct business with unwavering high standards of honesty, trust, professionalism and ethical behavior. We will communicate openly and frequently, sharing what we know, when we know it. Respect for the Individual: We will treat each person with whom we work with respect, professionalism and dignity. We will communicate expectations to employees, and provide honest and timely feedback on performance. We will embrace a diversity of ideas, cultures, ethnicities, and backgrounds to enhance our promise and value to customers. We will provide career development opportunities for employees who show initiative, and performance results to help them individually manage their careers to maximize their potential. Quality: We will place the interests of our customers first. We will be dedicated to providing an individualized rental experience that assures customer satisfaction and earns the unwavering loyalty of our customers. We will ensure that the "'We Try Harder@'" philosophy underlies everything we do and shines through in our service to customers. Teamwork: We will work as one cohesive team from the smallest unit to the organization as a whole. We will develop and retain leaders who continually raise the bar, provide direction, remove barriers and empower people to successfully accomplish goals. We will maintain a caring and supportive work environment that fosters a sharing of ideas, skills and resources. Growth and Profitability: We will be dedicated to continuous innovation and pursue new ideas and opportunities to accelerate profitable growth. We will deliver value in all we do to assure consistently high returns to our shareholders. We will recognize and reward excellent performance, which drives superior results. Community Responsibility: We will be active participants in our communities and encourage employee involvement in civic and charitable activities. We will be role model business leaders in the countries and communities in which we operate. We will develop and implement business practices consistent with safeguarding the environment."
Avis budget Group	Public	Transportation and Warehousing	\$9.31B		We're committed to providing on-demand mobility services for customers, businesses and cities alike. You will find us at the intersection where technology meets convenience, choice and responsible living.	We are creating a world where mobility is completely connected, integrated and on-demand. In this world, our customers will discover more time and productivity through streamlined transportation options, businesses will see an opportunity to innovate through the application of our connected car data intelligence, and communities will become better places to live through our integrated mass transit partnerships, like we have with SNCF in France, New York City, Maryland, Florida's brightline rail service, and others.	
Baker Group	Private	Commercial and Professional Services	\$0.572B		We have an unwavering commitment to deliver high-quality consultative design, construction, and facility support services. We strive to achieve industry-leading operational excellence that builds long-term relationships.	We are on a deliberate journey to be the first choice for people who Expect the best®	"Cultural Values - Absolute Reliability, Optimistic Leadership, "Can Do" Attitude, Collaborative Unity, Personal Development, Uncompromising Safety, Sustainable Profitability, Innovative Expertise, Entrepreneurial Dedication, Client Advocacy, Long-Term Relationships Core Values - Care About People, Love What We Do, Mentally Tough, Own It"
Bank of America Corporation	Public	Banking	\$87.7B	To help make financial lives better through the power of every connection			"Deliver Together: We believe in the importance of treating each client and teammate as an individual and treating every moment as one that matters. We strive to go the distance to deliver, with discipline and passion. We believe in connecting person-to-person, with empathy and understanding. We believe everything we do for our clients, teammates and the communities we serve is built on a solid business foundation that delivers for shareholders. Act Responsibly: We believe that integrity and the disciplined management of risk form the foundation of our business. We are aware that our decisions and actions affect people's lives every day. We believe in making decisions that are clear, fair and grounded in the principles of shared success, responsible citizenship and community building. Realize the Power of Our People: We strive to help all of our employees reach their full potential. We believe that diverse backgrounds and experiences make us stronger. We respect every individual and value our differences - in thought, style, sexual orientation, gender, gender identity and expression, race, ethnicity, culture, age, ability and experience. Trust the Team: We believe great teams are built on mutual trust, shared ownership and accountability. We act as one company and believe that when we work together, we best meet the full needs of our clients, and deliver value to our shareholders."

Organization Name	Category	Industry	Revenue (BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
Bath and body Works	Public	Retail Trade	\$7.88B		We make the world a brighter, happier place through the power of fragrance. This idea is what we were founded on, and it's at the heart of everything we do. We're a team that cares about our customers and believes in giving them a reason to celebrate with fragrance every day.	We are committed to creating a diverse, equitable and inclusive culture that is focused on delivering exceptional fragrances and experiences. We work hard to improve our communities and our planet in a way that will make us proud for years to come ... because we believe the world is a better place when everyone has access to the things that make them happy.	The bottom line is only one measure of our worth. We are committed to doing well by doing right. We are leaders in our communities, stewards of the environment and making positive strides for better business practices.
Big Lots	Public	Retail Trade	\$6.15B		We help people live BIG and save LOTS	Be the BIG difference for a better life by: Delivering unmatched value through surprise and delight; building a "best places to work" culture; Rewarding shareholders with consistent growth and top-tier returns; Doing good as we do well.	Lead with Jennifer - We use customer research to find new ways to help Jennifer save money and time. Treat All Like Friends - We see shoppers, colleagues, and vendor partners as trusted friends. We bring an attitude of respect and honesty to every interaction. Succeed Together -We work openly and collaboratively, leaning on the power of new ideas and fresh perspectives to make our workplace better. Play to Win - We measure ourselves in profit and accelerating growth, taking ownership for meeting company and individual goals.
Biogen	Public	Pharmaceuticals, Biotechnology, and Life Sciences	\$10.98B		We are pioneers in neuroscience.	Caring Deeply. Working Fearlessly. Changing Lives.™	CUSTOMER FOCUSED - We keep patients, payers and physicians front and center in our daily work and collaborate to solve critical scientific and business challenges. We listen with empathy to respond to current needs and to develop the foresight to anticipate future needs. We drive success through win-win outcomes. INCLUSIVE - We embrace and leverage differences to foster an inclusive community, both internally and externally. We collaborate across teams, break down siloes and encourage diverse perspectives and backgrounds at all levels to optimize performance. We exhibit mutual respect in all our interactions and assume best intent. We treat everyone with care and dignity. PIONEERING - We challenge the status quo and experiment to create new possibilities. We take calculated risks and learn from failure. We are resilient and navigate through ambiguity with determination to innovate. We encourage candor to test assumptions and uncover the best ideas. We are open about what we do not know and ask questions to understand. AGILE - We are decisive and execute with efficiency and discipline. We adapt in response to internal changes and external disruptors. We develop solutions quickly to take advantage of emerging opportunities. We design and implement processes that enable us to operate nimbly and effectively. ACCOUNTABLE - We set clear, aligned and measurable objectives to drive results. We directly communicate our expectations and define clear roles and responsibilities. We honor our commitments and deliver on our goals. We assume responsibility for both the positive and negative impacts of our actions and decisions. ETHICAL - We never compromise our integrity. We are committed to sustaining an environment of trust, honesty and transparency while ensuring appropriate confidentiality. We do what we say and say what we mean. We take responsibility for upholding our reputation.
Blackrock	Public	Finance and Insurance	\$19.37B	To help more and more people experience financial well-being.			We are a fiduciary to our clients. We are One Blackrock. We are passionate about performance. We take emotional ownership. We are committed to a better future.
Borg Warner	Public	Automobiles and Components	\$14.84B		We promote and nurture a diverse and inclusive environment, honor integrity, strive for excellence, commit to responsibility for our communities and the environment, and build on the power of collaboration. Our employees are proud of their work and the ways in which they contribute to our success to deliver our vision of a clean, energy-efficient world.		"Inclusion. Integrity. Excellence. Responsibility. Collaboration"
Boys and Girls Club of America	Nonprofit	Non Profit	\$2.2B		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.	"INTEGRITY: We are authentic, honest, and transparent; we strive to do the right thing every day, every time. COLLABORATION: We work effectively within and across teams, with engaged and empowered people to accomplish our goals; we celebrate success together. ACCOUNTABILITY: We do what we say and hold each other to the highest standards; we are impeccable stewards of all our resources. RESPECT: We honor diversity and inclusion, treat others with respect, and express gratitude; we embrace alternative ways of thinking. EXCELLENCE: We excel in service delivery, rigorously measure impact, and work to continuously improve ourselves and our organization; we are innovative."

Organization Name	Category	Industry	Revenue (BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
Bristol-Myers Squibb	Public	Pharmaceuticals, Biotechnology, and Life Sciences	\$46.39B		To discover, develop and deliver innovative medicines that help patients prevail over serious diseases.	To be the world's leading biopharma company that transforms patients' lives through science.	"Passion: Our commitment to continuous learning helps us deliver exceptional results Integrity: We put ethics, integrity and quality at the forefront of everything we do for patients, customers and colleagues Innovation: We work on pioneering solutions for patients Inclusion: We promote diversity and an environment in which we can all cooperate fully Urgency: Together we move forward with speed and quality because patients are waiting Responsibility: We are all part of the success of BMS, we are transparent and we keep our promises"
Builders FirstSource	Public	Manufacturing	\$19.89B		Our mission is to be the best supplier of building materials and services by having a people-first culture, exceptional customer service and innovative solutions that create superior value for stakeholders.	Our vision is to make the dream of homeownership more achievable for everyone, positioning builders FirstSource as the most valuable partner in the industry.	SAFETY - We make safety our top priority. PEOPLE - We lead with a people-first culture. INTEGRITY - We are honest and reliable. CUSTOMERS - We deliver exceptional customer service. EXCELLENCE - We challenge the status quo.
C.H. Robinson Worldwide	Public	Transportation and Warehousing	\$23.1B		Our people, processes, and technology improve the world's transportation and supply chains, delivering exceptional value to our customers and suppliers.	Accelerating commerce through the world's most powerful supply chain platform.	EDGE - Evolve Constantly, Deliver Excellence, Grow Together, Embrace Integrity
CACI International	Public	Software and Services	\$6.04B		CACI is ever vigilant in helping our customers meet their greatest enterprise and mission challenges in national security and government modernization. Our distinctive expertise and technology deliver innovation and excellence. We are a company of good character, and our dynamic team of professionals is committed to doing the right thing by performing with ethics and integrity. We take pride in our achievements and create value for our customers, employees, and shareholders.		1. Character: We Act With Integrity - We respect our colleagues and our customers, adhering to the highest ethical standards; We make accountability our promise to meet our obligations and always do the right thing. We Keep Our Commitments - Customer missions are our focus as a trusted partner on national priorities; We empower employees to build careers and contribute to our success. We Take Pride in What We Do - We are proud to work for CACI as an ethical role model in our industry; We are a collaborative team of diverse, talented, and highly-skilled professionals who fulfill America's motto: E Pluribus Unum - out of many, one! 2. Innovation: We Have a Vision for the Future - Ingenuity comes from our intrinsic need to create, build, and grow; We create opportunities as we explore and identify new technologies and markets. We Are Entrepreneurial - We take the initiative to develop solutions and services that anticipate our customers' needs; We create distinction - different and better results - for our customers. We Perform With Excellence - We deliver value through our unique offerings and our customer relationships; Quality is ingrained in our solutions and services.
Campbell Soup Company	Public	Food, beverage, and Tobacco	\$8.691B	Connecting people through food they love.			"Care - We care about each other, our consumers and customers, the communities we serve, and the planet we share. Character - We act with integrity and transparency, execute with excellence, and are accountable for our actions. Collaboration - We believe inclusive and diverse teams build trust and lead to better results. Competitiveness - We are growth-minded, take bold actions, move fast, and play to win. Creativity - We innovate and find solutions to continuously improve."
CARE	Nonprofit	Non Profit	\$0.61B		CARE works around the globe to save lives, defeat poverty, and achieve social justice.	We seek a world of hope, inclusion, and social justice, where poverty has been overcome and all people live with dignity and security.	TRANSFORMATION - We believe in urgent action, innovation, and the necessity of transformation—within the world and our own organization. INTEGRITY - We are accountable to the people and partners we humbly serve, transparently sharing our results, stories, and lessons. DIVERSITY - We know that by embracing differences, actively including a variety of voices, and joining together we can solve the world's most complex problems. EXCELLENCE - We challenge ourselves to the highest level of learning and performance, tapping the best of the human spirit to create impact. EQUALITY - We believe in the equal value of every human being and the importance of respecting and honoring each individual; we know that change happens through people.
CarMax	Public	Retail Trade	\$20.09B	To drive integrity by being honest & transparent in every interaction.	We never stop innovating on behalf of our customers. The relentless efforts of all 25,000 associates nationwide, coupled with the significant investments we've made in technology and digital innovation, enable us to deliver an iconic experience the way only CarMax can.		"Do the right thing Put people first Win together Go for greatness"
Catalent	Public	Health Care and Social Assistance	\$3.09B		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: We put patients at the center of our work to ensure the safety, reliable supply and optimal performance of our products. People: We are committed to the growth, development and engagement of our people. Integrity: We demonstrate respect, accountability and honesty in every interaction. Customer Dedication: We strive to exceed our customers' expectations every day. Innovation: We create innovative solutions, employ superior technologies and continuously improve our processes. Excellence: We have a passion for excellence in everything we do."

Organization Name	Category	Industry	Revenue (BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
CBRE Group	Public	Real Estate and Rental and Leasing	\$27.75B		Operating across every dimension of commercial real estate, CBRE sees more so you can do more.	Our mission is to realize the potential of our clients, professionals and partners by building the real estate solutions of the future. From instilling confidence in today's decisions to re-imagining tomorrow's spaces, we thrive in complex and ever-changing environments.	We believe enduring success can only be built on a foundation of responsible business practices, and that everyone gains an advantage by adopting the values of RISE (Respect, Integrity, Service and Excellence). Respect - We act with consideration for others' ideas and share information openly to inspire trust and encourage collaboration. Integrity - No one individual, no one deal, no one client, is bigger than our commitment to our company and what we stand for. Service - We approach our clients' challenges with enthusiasm and diligence, building long-term relationships by connecting the right people, capital and opportunities. Excellence - We focus relentlessly on creating winning outcomes for our clients, employees and shareholders.
CDW	Public	Software and Services	\$20.82B	To make technology work so people can do great things.			The CDW Way: We run our business with passion and integrity; We empower others to do their jobs; We keep our commitments; We treat others with respect; We resolve conflict directly; We listen; We include stakeholders in the decision process; We live our "philosophies of success" every day; We make things happen.
Centene	Public	Finance and Insurance	\$125.98B	Transforming the health of the community, one person at a time.		Centene is committed to helping people live healthier lives. We provide access to high-quality healthcare, innovative programs and a wide range of health solutions that help families and individuals get well, stay well and be well.	Focus on the Individual - Empowering people to create healthy habits that last a lifetime; Whole Health - Delivering a full spectrum of care from physical health to emotional wellness; Active Local Involvement - Helping our neighbors create a stronger, healthier community.
Charles Schwab	Public	Finance and Insurance	\$19B	To champion every client's goals with passion and integrity.			Earning our clients' trust by treating them in an ethical, empathetic, and proactive way; Constantly improving the client experience through innovation that benefits clients; Respecting fellow employees and reinforcing the power of teamwork; being good stewards of our brand and stockholder value.
Chevron	Public	Energy	\$146.5B	To develop the affordable, reliable, ever-cleaner energy that enables human progress		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.
Child Serve	Private	Health Care Equipment and Services	\$0.211B		We partner with families to help children with special healthcare needs live a great life.	ChildServe will be uniquely positioned in Iowa to improve the health and well being of children with special healthcare needs.	ChildServe incorporates our core values of care, integrity, trust, partnerships, and excellence in our relationships with children, families, staff members, and the community.
Cigna	Public	Finance and Insurance	\$174.08B	We are your partner in total health and wellness, 24/7.	Cigna's mission is to improve the health, well-being, and peace of mind of those we serve by making health care simple, affordable, and predictable.		We care deeply about our customers, patients, and coworkers; We partner, collaborate, and keep our promises; We innovate and adapt; We act with speed and purpose; We create a better future-together.
Citigroup	Public	Banking	\$74.3B		Citi's mission is to serve as a trusted partner to our clients by responsibly providing financial services that enable growth and economic progress. Our core activities are safeguarding assets, lending money, making payments and accessing the capital markets on behalf of our clients. We have 200 years of experience helping our clients meet the world's toughest challenges and embrace its greatest opportunities. We are Citi, the global bank - an institution connecting millions of people across hundreds of countries and cities.		Common Purpose. Responsible Finance. Ingenuity. Leadership.

Organization Name	Category	Industry	Revenue (BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
City of Hope	Nonprofit	Non Profit	\$0.57B		Our mission is to transform the future of cancer care. Each day we work to turn science into a practical benefit; hope into reality. We accomplish that by unifying the branches of biomedical research, treatment and academia. Having scientists, treatment staff and manufacturing facilities in close proximity, our treatment advances can travel from laboratory to patient with life-saving speed.	City of Hope is dedicated to making a difference in the lives of people with cancer, diabetes and other life-threatening illnesses. Our team of more than 5,000 includes researchers, associates, scientists, doctors, nurses, allied health professionals, graduate students, fundraising specialists, marketing professionals, volunteers and support staff. All united by our desire to find cures and save lives.	"COMPASSION: From day one, compassion has been woven into the heart and soul of our institution. Compassion for our patients, their families, and our team members. We show compassion not only through treatment, but also through our philanthropy and advocacy, through our humanistic approach to research and care and through our day-to-day relationships with every individual. We demonstrate compassion for our peers and colleagues by showing empathy and treating each other with dignity and respect. SERVICE WITH A SENSE OF URGENCY: We focus on turning great science into practical benefit as quickly as possible. We tenaciously pursue new and better ways to improve the lives of people around the world. We are driven to provide new treatments for more people every day. Our passion for serving others extends to our own people. We believe that providing opportunities to our own team members to engage and build community with colleagues helps them work more effectively. INTEGRITY: We choose the right path, not the easy one. We promote a "just culture" environment that requires each of us to do the right thing to ensure patient safety. We do what's best for our patients and our community, every moment of every day. Integrity guides us to passionately engage in our work, step up to every challenge and conduct our business with transparency. We hold ourselves accountable for following through with our commitments and doing the right thing. INTELLECTUAL CURIOSITY: Our reputation for scientific excellence stems from our determination to aggressively pursue new lines of inquiry. We are lifelong learners committed to making pioneering discoveries and moving them forward for the benefit of patients and the scientific community worldwide. Our curiosity has fueled our innovation, creating life-changing moments and lifesaving breakthroughs, like developing the first synthetic human insulin and numerous cancer-fighting drugs. EXCELLENCE: Our commitment to advancing science while providing compassionate care has established us as the benchmark in fighting cancer, diabetes and other life-threatening diseases. We strive for excellence in our processes and outcomes without compromising safety. We encourage every individual to use their best judgment, achieve synergies and make decisions that align with our mission, values and worldwide reputation for excellence. COLLABORATION: We work as one team, united by a common purpose. We are a community of experts, combining the resources of cutting-edge scientific research, drug manufacturing, clinical care, graduate education, philanthropy and supportive care services. Recognizing the value that bringing together diverse perspectives provides, we create an environment where new partnerships thrive, where barriers to freely sharing knowledge do not exist and where the right stakeholders are engaged from the beginning."
Cleveland Clinic	Nonprofit	Non Profit	\$10.56B		Caring for life, researching for health, educating those who serve.	Our vision for Cleveland Clinic is to be the best place for care anywhere and the best place to work in healthcare.	"Quality & Safety - We ensure the highest standards and excellent outcomes through effective interactions, decision-making, and actions. Empathy - We imagine what another person is going through, work to alleviate suffering, and create joy whenever possible. Inclusion - We intentionally create an environment of compassionate belonging where all are valued and respected. Integrity - We adhere to high moral principles and professional standards by a commitment to honesty, confidentiality, trust, respect, and transparency. Teamwork - We work together to ensure the best possible care, safety, and well-being of our patients and fellow caregivers. Innovation - We drive small and large changes to transform healthcare everywhere."
Clorox	Public	Retail Trade	\$6.721B	We champion people to be well and thrive every single day.			"Do the Right Thing: It's bigger than any one of us, yet it starts with each of us. We lead with integrity, and we earn trust - in every moment and with every choice. We are hungry to grow our business and believe that winning only counts if it's done in the right way.  Put People at the Center: We genuinely care about people. So, we understand the impact of our words and actions, and feel a responsibility to deliver for our consumers, customers, teammates and communities. We meet our commitments, put health and safety first and strive for a just and inclusive world.  Play to Win: We set the pace for growth in each of our categories. We reimagine the game and are hungry to do more, think bigger, and execute better. It feels like a punch to the gut when we lose. We have high aspirations and the grit to take on big challenges, so we move forward together with courage and resilience in the face of obstacles."
Coca-Cola	Public	Food, beverage, and Tobacco	\$38.66B	Refresh the world. Make a difference.		LOVED BRANDS, DONE SUSTAINABLY, FOR A BETTER SHARED FUTURE. Our vision is to craft the brands and choice of drinks that people love, to refresh them in body & spirit. And done in ways that create a more sustainable business and better shared future that makes a difference in people's lives, communities and our planet.	"CURIOUS - Always seek, never settle. Ask why or why not, or what if, or I wonder... EMPOWERED - Own it, take accountability. Each one of us can make a big difference INCLUSIVE - Leverage our broad diversity of people, global network and learnings. Two brains are better than one (most often) AGILE - Learn by doing, use version 1.0, 2.0, 3.0. Act with a sense of urgency"

Organization Name	Category	Industry	Revenue (BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
Cognizant Technology Solutions	Public	Software and Services	\$18.51B	We engineer modern businesses to improve everyday life.		To become the pre-eminent technology services partner to the world's top companies.	Our values form the bedrock of our culture and define how we work together to serve our stakeholders. Start with a point of view - I apply my expertise to gain trust, and lead our clients forward. Seek data, build knowledge - I use facts to guide my actions and decisions. Always strive, never settle - I act with agility and creativity, determined to stay one step ahead. Work as one - I deliver ideas that draw upon the full power and scale of Cognizant. Create conditions for everyone to thrive - I include, enable and invest in everyone around me. Do the right thing, the right way - I always make the ethical choice.
Colgate-Palmolive	Public	Household and Personal Products	\$17.42B		We are Colgate, a caring, innovative growth company that is reimagining a healthier future for all people, their pets and our planet.		Caring - We care about people: our people, consumers, shareholders and business partners. We are committed to act ethically, with compassion, integrity, and honesty in all situations, to listen with respect to others and to value differences. We are also committed to protect the environment, to enhance the communities where we live and work, and to be compliant with government laws and regulations. Global Team Work - All Colgate people are part of a global team, committed to working together across countries and throughout the world. Only by sharing ideas, technologies and talents can we achieve and sustain profitable growth. Continuous Improvement - We are committed to getting better every day in everything we do, as individuals and as teams. By better understanding consumers' and customers' expectations and continuously working to innovate and improve products, services, and processes, we will become the best.
Conduent	Public	Software and Services	\$4.47B		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.
ConocoPhillips	Public	Mining, Quarrying, and Oil and Gas Extraction	\$36.67B		We exist to power civilization.	We will be the E&P company of choice for all stakeholders.	Safety. Integrity. Responsibility. Innovation. Teamwork.
Corteva	Public	Agriculture, Forestry, Fishing and Hunting	\$15.65B	To enrich the lives of those who produce and those who consume, ensuring progress for generations to come.			Enrich lives - We commit to enhancing lives and the land. As leaders, we pursue a purpose which goes beyond our immediate interests to benefit society. Stand tall - We are leaders who act boldly. We accept the challenges that confront our industry as our own and will step up to ensure that agriculture progresses and thrives. Be curious - We innovate relentlessly. We accelerate our pace of innovation to create solutions that will deliver abundant high-quality food, now and for the future. Build together - We grow by working together. We embrace diversity and collaboration in order to build one company and reach out across the food system, creating shared value. Be upstanding - We always do what's right, maintaining high ethical standards and conducting business safely and transparently. Live safely - We embrace safety and the environment in all we do.
Cottingham & butler	Private	Finance and Insurance	\$0.934B		To PARTNER with our clients, to PROTECT their most valuable assets, and to BUILD an exceptional company of passionate insurance professionals.		Have the interest of our Company at heart!: Act with Integrity; Tell the Truth; Keep Commitments; Treat People with Dignity and Respect; Promote Positive Relationships; Understand and serve our clients' long-term best interests as if they were your own
Coty	Public	Household and Personal Products	\$5.62B	To Liberate and Celebrate the Diversity of Your Beauty.			"OWN IT, DRIVE IT! BE BRAVE AND GO BEYOND LIVE BEAUTY. BREATHE BEAUTY WIN FOR THE TEAM THINK LIKE A START UP COTY'S PURPOSE"
Cummins	Public	Transportation and Warehousing	\$23.57B		Making people's lives better by powering a more prosperous world.	Innovating for our customers to power their success.	"INTEGRITY - Doing what you say you will do and doing what is right DIVERSITY AND INCLUSION - Valuing and including our differences in decision making is our competitive advantage CARING - Demonstrating awareness and consideration for the well being of others EXCELLENCE - Always delivering superior results TEAMWORK - Collaborating across teams, functions, businesses and borders to deliver the best work"
Dana	Public	Automobiles and Components	\$8.94B		Driving stakeholder value by: powering vehicles and machines around the world; shaping sustainable progress through invention and execution; and making the amazing happen wherever people live, work, and play. This mission is embodied in our company theme: People Finding A Better Way	Powering Innovation To Move Our World. Our vision is our destination as a company. It showcases our expertise in power conveyance and energy-management, our scale, and our global reach. It is who we are.	"Value Others - We value people by celebrating diversity, treating others with respect, and putting safety, inclusion, and integrity at the heart of everything we do. Inspire Innovation - We reimagine what's possible, working with a bias toward action and creativity, and operating with a relentless focus on innovation, product safety, and customer success. Grow Responsibly - We look for ways to advance a safer, more sustainable future through a balanced approach that considers the people we encounter, the products we develop, and the planet that enables us to do our work. Win Together - We pursue quality and excellence in a safe, inclusive environment where unique perspectives are valued by collaborating across a global network of expertise covering all mobility markets."

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Deere & Co	Public	Automobiles and Components	\$13.37B	This is the one planet we call home. One place to put down roots and lay foundations. One place to raise crops, kids, and hopes. One planet with one caveat: we must all work in harmony with it. At Deere, we've always believed in conducting business conducive to life. Paving or planting, we shape the spaces that sustain us. We turn raw materials into machines that advance a chain of livelihoods – from supplier to dealer, from our customers to their consumers, from ourselves to our communities. We innovate on behalf of productivity, profitability, and planet – not with solutions in search of a problem, but with revolutions that elevate all lives in the one world we know. With the dignity that makes us Deere, we run with nature, run our factories with care, and run to support the people who trust us and the planet that sustains us. Working together to design and delight, test and train, outperform and overcome so life can leap forward.			"WE LIVE UP TO THE LEGEND - From newborns to newlyweds, people celebrate life's milestones with Deere. Our name is tattooed onto arms and stamped in history. You can't invent that kind of regard. You have to earn it. And we do. Whether you use our equipment every day or you've never set foot in it, everyone sees their reflection in a freshly waxed Deere. We shine because whether it moves soy beans or rubble, our iron carries the weight of legend. WE SERVE WITH SINCERITY - Our relationships with farmers, builders, dealers, doers, and each other move us to do the right thing at the right time. Together, we do it for humble people. Hard-working people. People whose jobs are fundamental to the lives of all people. We look them in the eye, speak the truth, and stand by our customers. We do good work in good faith, knitted together through relationships that sustain us and the world. WE FORGE THE CUTTING EDGE - We're masters at molding hard iron and melding it with hard data. Our solutions are as sophisticated as a precisely seeded field and as concrete as a perfectly graded road. We've always known the fullest potential of each seed, site, and dream lies in our ability to leap forward. We innovate on behalf of our customers because what we learn is not a byproduct of what we do. It's the fuel that powers what we can do better. WE STAY EVER GREEN - Green runs through our veins and pounds in the hearts of millions. That's always been a point of pride for us. Now, it's a call to action. As stewards of the land, water, and air that sustain us, we know everything we take we must leave better. For us, sustainability isn't static. It's about prioritizing long-term goals over short-term gains and sticking to our true colors, determined to stay ever green."
Dell Technologies	Public	Technology Hardware and Equipment	\$92.15B	We create technologies that drive human progress		Delivering a better tomorrow.	"Customers: We believe our customer relationships are the ultimate differentiator and the foundation for our success. Winning Together: We believe in and value our people. We perform better, are smarter, and have more fun working as a team than as individuals. Innovation: We believe our ability to innovate and cultivate breakthrough thinking is an engine for growth, success, and progress. Results: We believe in being accountable to an exceptional standard of excellence and performance. Integrity: We believe integrity must always govern our fierce desire to win."
Delta Airlines	Public	Transportation and Warehousing	\$29.89B	As a purpose-driven brand, we connect people to opportunities while expanding the understanding of our planet and the people within it.		To be the World's Most Trusted Airline.	
Direct Relief	Nonprofit	Non Profit	\$1.99B		Direct Relief is a humanitarian aid organization, active in all 50 states and more than 80 countries, with a mission to improve the health and lives of people affected by poverty or emergencies – without regard to politics, religion, or ability to pay.		1. Serve People. Improve the health of people living in high-need areas by strengthening fragile health systems and increasing access to quality health care. 2. Lift from the bottom, Pull from the Top. Focus on serving the most medically underserved communities in the U.S. and a broad, working with the world's leading companies, greatest thinkers, and best institutions. 3. Build Upon What Exists. Identify, qualify, and support existing healthcare providers over the long term and serve as a catalyst for other resources. 4. Remove barriers. Create transparent, reliable, and cost-effective channels to enable medically underserved communities access to essential medical resources (particularly medicines, supplies, and equipment). 5. Play to Strengths. Partner for Other Needs. Engage in activities that address a compelling need and align with our core competencies and areas of excellence. Ally with an expanded network of strategic partners who are working on related causes and complementary interventions in order to leverage resources. 6. Ensure Value for Money. Generate efficiencies, leverage resources, and maximize health improvement for people with every dollar spent. Maintain modest fundraising and administrative expenses. 7. Be a Good Partner and Advocate. Give credit where due, listen carefully, and respect those served and those contributing resources. 8. Respond Fast While Looking Ahead. In emergencies, support the immediate needs of survivors by working with local partners best situated to assess, respond, and prepare for the long-term recovery. 9. Do not discriminate. Deliver aid without regard to race, ethnicity, political or religious affiliation, gender, sexual orientation, or ability to pay. 10. Aim high. Combine the best of business, technology, and public policy approaches for the benefit of people in need.
Draper Laboratory	Nonprofit	Non Profit	\$0.72B	As a nonprofit engineering innovation company, Draper serves our nation's interests and security needs; advances technologies at the intersection of government, academia, and industry; cultivates the next generation of innovators; and solves the most complex challenges. Multidisciplinary teams drawn from a broad and deep talent pool of 1,200 engineers and scientists collaborate to develop first-of-a-kind solutions. Our unbiased approach enables us to focus on our customers' needs and to deliver new capabilities to them.			PEOPLE FIRST: Our outstanding accomplishments and innovation would not happen without our highly skilled and motivated workforce. Draper supports continuous learning and a work environment where people respect and value other viewpoints. TEAMWORK: We value the knowledge and expertise not only of Draper staff, but of our customers and collaborators. Leveraging that rich spectrum of insights we hear from them, we collaborate with stakeholders to develop enhanced solutions. INNOVATION: Our multidisciplinary teams strive to develop solutions inventive enough to deliver superior performance for our customers and partners. Team members' different perspectives enable multifaceted approaches to exploring a challenge—and solving it effectively. EXCELLENCE: Our focus is on developing creative solutions that make a meaningful impact on the performance of our customers. We monitor the evolving challenges our customers face, using that understanding as we solve their problems with advanced technology. INTEGRITY: building trusting relationships is rooted in doing the right thing every day—holding ourselves accountable for how we work, not just results. Being responsible, keeping our commitments and communicating clearly and candidly are part of how we work.

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Duke Realty	Public	Real Estate and Rental and Leasing	\$0.226B		Our mission is to be the preferred logistics real estate partner for our stakeholders.	Delivering excellence in logistics real estate.	"Responsible: We do the right thing. Respectful: We recognize the strength in our differences. Resourceful: We creatively provide answers."
DXC Technology	Public	Software and Services	\$17.73B		Be an IT services company using the power of technology to build better futures for our customers, colleagues, environment and communities, helping our customers deliver business impact, and be the employer of choice.		Deliver - We do what we say we are going to do. Do the right thing - We act with integrity. Care - We take care of each other and foster a culture of inclusion and belonging. Collaborate - We work as a team, globally and locally. Community - We believe in stewardship and building sustainable company that supports our communities.
E*TRADE	Public	Finance and Insurance	\$2.9B		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.	
Eaton	Public	Commercial and Professional Services	\$21.39B		At Eaton, we make what matters work. by making power safe, efficient and reliable, we improve the quality of life for those who experience our products and services. We have the power to make a difference and we do every day.	To improve the quality of life and the environment through the use of power management technologies and services.	
eBay	Public	Retail Trade	\$10.8B			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.
Educational Testing Service	Nonprofit	Non Profit	\$1.29B		To advance quality and equity in education by providing fair and valid assessments, research and related services. Our products and services measure knowledge and skills, promote learning and performance, and support education and professional development for all people worldwide.	We believe in the life-changing power of learning. For the last 70 years, we've been driven by a vision of what's possible when all people can improve their lives through education. It's why our uncompromising commitment to equity and fairness is behind everything we do.	SOCIAL RESPONSIBILITY - Our dedication to improving our communities is a big part of how we work together to achieve our mission. EQUITY AND OPPORTUNITY - ETS supports fair and equal access to educational, learning and career opportunities for all. QUALITY - We uphold the highest standards for quality, delivering valid, reliable, timely and accurate information and service. INTEGRITY - We are steadfast in our commitment to do the right thing, the right way — every time and for everyone.
Elevance Health (Anthem)	Public	Finance and Insurance	\$138.64B	Fueled by our bold purpose to improve the health of humanity, we are transforming from a traditional health benefits organization into a lifetime trusted health partner.	Improving Lives and Communities. Simplifying Healthcare. Expecting More.		"Leadership - Redefine what is possible Community - Committed, connected, invested Integrity - Do the right thing, with a spirit of excellence Agility - Deliver today — transform tomorrow Diversity - Open your hearts and minds"
Eli Lilly	Public	Pharmaceuticals, Biotechnology, and Life Sciences	\$28.32B	Lilly unites caring with discovery to create medicines that make life better for people around the world.		Take what you find here and make it better and better.	Integrity - We conduct our business consistent with all applicable laws and are honest in our dealings with customers, employees, shareholders, partners, suppliers, competitors and the community. Excellence - We pursue pharmaceutical innovation, provide high-quality products and strive to deliver superior business results. Respect for People - We maintain an environment built on mutual respect, openness and individual integrity. This includes our concern for all people who touch or are touched by our company: customers, employees, shareholders, partners, suppliers and communities.

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EMC Insurance	Private	Finance and Insurance	\$1B		EMC's mission is to improve lives by providing trusted financial protection for our policyholders, profitable partnerships with our agency partners, an inspiring culture for our team members and service to our communities.		RELATIONSHIPS - We build partnerships and create meaningful connections with each other, our agents, policyholders and communities; We deliver exceptional customer experiences by being responsive and finding solutions to our customers' needs and expectations; We are caring, approachable and knowledgeable. INTEGRITY - We are honest, fair and ethical; We act with integrity and do the right thing, always; We are truthful and stick to the facts, no matter what. TRUST - We are dependable, accountable and consistent; We are reputable and respectful of others; We are genuine, sincere and straightforward. INCLUSION - We commit to a culture where people feel valued, respected and empowered; We champion diversity and embrace equity; We believe in teamwork and collaboration to reach shared goals. RESILIENCE - We believe in our power and ability to continuously improve, adapt and thrive; We proactively adjust to change, overcome challenges and find innovative solutions in our quest for excellence; We drive results with energy and passion regardless of circumstance.
Equitable Holdings	Public	Finance and Insurance	\$11.04B		We aspire to amplify our mission of helping our clients secure their financial well- being so they can pursue long and fulfilling lives and serve as a force for good in society, creating a more rewarding and sustainable future for our people, clients, partners and communities.	We aim to be the most trusted partner to our clients	1. Inclusion - Our culture encourages employees to feel comfortable bringing their whole selves to work. 2. Professional excellence - Our employees are passionate about the business and committed to our clients. 3. Continuous learning - We offer our employees a diverse, flexible and transferable curriculum that allows for their continued development and growth.
Exact Sciences	Public	Health Care and Social Assistance	\$0.876B		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.	"Integrity: We always do the right thing Innovation: We discover, share, and welcome new ideas Teamwork: We work together as an inclusive, global company Accountability: We take responsibility for all we see, say, and do Quality: We deliver results you can trust"
Exelon	Public	Energy	\$34.44B		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.
Fannie Mae	Public	Finance and Insurance	\$101.54B		Our mission is to facilitate equitable and sustainable access to homeownership and quality affordable rental housing across America. We continue to innovate and promote a stronger, safer, and more efficient housing finance system to support more opportunities for home buyers and renters in communities throughout the nation.	Our vision is to be America's most valued housing partner.	We value a spirit of collaboration and competitiveness to drive positive change, innovation, and creativity. We are a leader in diversity and inclusion, and are dedicated to serving our communities.
Fareway Stores	Private	Retail Trade	\$2B		To provide the highest quality, freshest product available, while treating our customers like family and valuing our dedicated employees beyond measure.		"1. Providing a high quality, unmatched, full-service meat department and farm-fresh produce. 2. Treating our customers like family and taking pride in delighting them with: Remarkably clean stores; Friendly and helpful staff; Dietitian services, recipes, and promotions; Personalized to-your-car carryout service; Efficient shopping and checkout; Low, competitive prices. 3. Valuing our dedicated employees beyond measure and firmly believing they are the reason for our success. 4. Supporting and partnering with local businesses, communities, and farmers 5. Donating time and resources to charitable organizations. 6. Caring about the health of our planet and using eco-friendly practices at our stores. 7. Holding family values in the highest regard. 8. Demonstrating integrity, fairness, and honesty in our relationships with customers, employees, vendors, and suppliers. 9. The value of a day of rest"
Feeding America	Nonprofit	Non Profit	\$3.6B		To advance change in America by ensuring equitable access to nutritious food for all in partnership with food banking, policymakers, supporters, and the communities we serve.	An America where no one is hungry.	"We strive for equity and work toward solutions to eliminate structural and systemic inequalities that contribute to food insecurity. We listen with empathy and respect for one another, valuing individual experiences and feelings while treating people with kindness and dignity. We collaborate and build community through partnerships founded on integrity and trust. We take care of resources placed in our hands through the generosity of others - food, funds, community and member trust, and employee careers and well being. We act with swift and focused purpose, allowing room for mistakes while seeking continuous growth and learning."

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FGL Holdings	Private	Finance and Insurance	\$1.31B		We help people turn their aspirations into reality.	Every day we will strive to improve the financial lives of more and more people, backed by the passion of our team and grounded in a culture of mutual respect.	"Collaborative: We believe in the power of partnerships to create the absolute best value. Authentic: We are transparent about the decisions we make. We speak our mind and deliver on our commitments. Dynamic: We encourage innovation and creativity to drive continuous growth and improvement. Empowered: We promote accountability, trust, and inclusiveness, enabling each individual to make an impact."
FHI 360	Nonprofit	Non Profit	\$0.78B		To improve lives in lasting ways by advancing integrated, locally driven solutions for human development.	FHI 360 envisions a world in which all individuals and communities have the opportunity to reach their highest potential.	INNOVATION - to meet the evolving needs of our beneficiaries, funders and partners. MUTUAL RESPECT - for diversity and cultural differences. PASSION - driven by a personal commitment to make a positive difference. ACCOUNTABILITY - for our work, measuring, reporting and continually improving all that we do. COMMITMENT TO EXCELLENCE - assured by the highest ethical, quality, operational performance and scientific standards. TEAMWORK - across disciplines and geographies, within the organization and with our partners.
Fidelity National Financial	Public	Finance and Insurance	\$15.63B		To advance, expand, and protect the experience of property ownership. To do this, we will leverage everything at our disposal to bring to market a truly reimagined, trusted, and transparent experience for buyers, sellers, and real estate professionals – from start to finish. We will achieve this by making the safety of our customer our primary focus.		AUTONOMY & ENTREPRENEURSHIP - Provide employees with levels of authority based on their responsibilities, then empower them to make decisions and resolve problems as close as possible to the point of client contact. BIAS FOR ACTION - Analyze tasks, reach decisions and implement solutions as soon as possible. Challenge all assumptions and strive continuously for improvement. Be accessible, responsible and decisive. Take ownership of all problems and accept all challenges. CUSTOMER-ORIENTED AND MOTIVATED - Offer clients meaningful, customized products and services, the expertise and passion for finding solutions to customers' problems, and the desire to establish long-term business relationships based on a mutual exchange of value. MINIMIZE BUREAUCRACY - Maintain a lean management structure in which performance, productivity and problem resolution are the priorities, as well as the basis, for success and achievement. EMPLOYEE OWNERSHIP - Encourage employee ownership of company stock to strengthen employee commitment and ensure a common purpose among shareholders, management and employees. HIGHEST STANDARD OF CONDUCT - Adhere to all related laws, regulations and principles of conduct to protect the public's trust, ensure conscientious performance and preserve the Company's legacy of honesty and strong ethical standards.
Fiserv	Public	Commercial and Professional Services	\$16.22B	Our Purpose is to deliver superior value for our clients through leading technology, targeted innovation and excellence in everything we do.		To move money and information in a way that moves the world.	Create with Purpose. Earn Client Trust Every Day. Inspire & Achieve Excellence. Deliver on the Promise of One Fiserv. Do the right thing.
Flowers Foods	Public	Food, Beverage, and Tobacco	\$3.95B		Our mission is to delight consumers with delicious baked foods.	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.	"Honesty & Integrity – Always doing what's right and maintaining high standards of ethical conduct Respect & Inclusion – Creating an inclusive, diverse, and respectful culture Sustainability – building a sustainable future for our team, our company, and our communities Passion – Achieving our goals with energy and enthusiasm Humility – Striving to serve and learn from others as we pursue common goals"
Food For The Poor	Nonprofit	Non Profit	\$0.91B		Our mission is to link the church of the First World with the church of the Third World in a manner that helps both the materially poor and the poor in spirit. The materially poor are served by local churches, clergy and lay leaders who have been empowered and supplied with goods by Food For The Poor. The poor in spirit are renewed by their relationship with and service to the poor through our direct ministry of teaching, encouragement and prayer. Ultimately, we seek to bring both benefactors and recipients to a closer union with our Lord.	Food For The Poor is God's instrument to help the materially poor and to renew the poor in spirit. Our ministry is a reflection of our Lord's unconditional love – a love that surrenders all, that inspires trust and faith, and that embraces all people, regardless of race, status or creed. It is also shaped by our belief that Christ is alive and can be served directly by serving those in greatest need. (Matthew 25:40) For guidance and to maintain the purity of our mission, we stress the need for regular prayer. Through surrender, service and prayer, we seek a closer union with our Lord.	

Organization Name	Category	Industry	Revenue (BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
Ford	Public	Automobiles and Components	\$136.34B	To help build a better world, where every person is free to move and pursue their dreams.			"Put People First - We are a company driven by purpose. Whether it's our customers, employees, partners, or communities, we obsess about the wants and needs of people to drive human progress. Do the Right Thing - We begin with the belief that trust in our brand, and in each other, comes from acting with integrity and transparency. We foster safe, inclusive work environments that create freedom to be our whole selves and do our best work. Be Curious - We approach the world and each other with a sense of interest and wonder. We are humble enough to know we can learn from every situation, and actively question to understand and think critically. Create Tomorrow - We cultivate meaningful change to optimize today and create tomorrow. We look ahead in our focal length and bring clarity to the future. We solve problems creatively, accept risk, and experiment boldly. Built Ford Tough - We accept challenges and overcome them with confidence, courage, and optimism. We put the world on wheels, embracing disruption to evolve. We are resilient and in it for the long haul. Play to Win - We are accountable. We are in business to create value, and we celebrate when we do. We are focused on our competitive fitness, efficiency and agility. We make quality decisions, and are each empowered to deliver excellence. One Ford - We rely on, respect, and care for each other. We build networks and partners without boundaries. We welcome everyone's unique contributions, communicate candidly, and work together as ONE team - we are a family!"
Fred Hutchinson Cancer Center	Nonprofit	Non Profit	\$0.63B		Fred Hutchinson Cancer Center unites innovative research and compassionate care to prevent and eliminate cancer and infectious disease. We're driven by the urgency of our patients, the hope of our community and our passion for discovery to pursue scientific breakthroughs and healthier lives for every person in every community.		COLLABORATION — We embrace a diversity of perspectives, approaches, and methods, advancing our mission through understanding and inclusion by demonstrating active listening, inquiring and then advocating, advancing solutions, seeking out and valuing diverse perspectives and approaches, respecting potential partners as valuable contributors, and forming teams with inclusion in mind. COMPASSION — We acknowledge the humanity and unique lived experience of our colleagues, patients, families, and ourselves by demonstrating respect, patience, and kindness. DETERMINATION — We are committed to overcoming obstacles to deliver on our mission as quickly as possible by making decisions and framing set backs in terms of the ultimate goal and lifesaving impact, acting with a sense of urgency, focusing on solutions and achievement, being driven by quality, acting with persistence and creativity to overcome obstacles, finding new ways around problems, and getting curious rather than discouraged when the going gets tough. EXCELLENCE — We define the standard through the exceptional quality of our work by continuing to educate ourselves in our role and in our professional domain, being accountable for our work and outcomes, striving to maintain high-quality research and care, ensuring teams are appropriately staffed, and valuing all employees and colleagues. INNOVATION — We challenge conventional thinking and seek and foster transformative ideas and practices by supporting and embracing a continuous learning environment, seeking to understand by asking questions, listening with an open mind, and encouraging the activation of bold and creative ideas. INTEGRITY — We are a trustworthy and responsible partner to our patients, colleagues, and community. We achieve this by following through on commitments; holding each other and ourselves accountable; being transparent, honest, and acting with best intentions; and demonstrating public and private actions consistent with our values and mission. RESPECT — We regard and honor each person's individuality, experiences, and traditions by being kind, listening, and responding; speaking with truth and honoring others' truths; appreciating and responding to everyone's purpose as contributors to our mission; giving due consideration to others as equals to ourselves; and seeking to understand the motivations and drivers of our colleagues', patients', and community's behaviors.
Gannett	Public	Media and Entertainment	\$3.21B	To inform, to empower and to make positive change.	We have created a powerful network of brands and capabilities that position us well to ensure and preserve the future of local journalism. We will continue to connect people to content that matters, connect businesses to the customers they want to reach, and create impactful consumer experiences through world-class events, promotions, races, and technology.		PEOPLE - Gannett supports a diverse, inclusive and equitable culture by offering opportunity for growth. We invest in our employees by providing resources and programs to empower personal and professional advancement. COMMUNITIES - We are your neighbors. Gannett builds community through storytelling and events that connect readers and communities to empower action that enhances the neighborhoods we share. PLANET - Gannett strives to minimize its environmental impact through responsible and sustainable business practices for sourcing, consumption and waste.
Gap	Public	Retail Trade	\$16.67B		We Grow Purpose-Led, Billion-Dollar brands That Shape Peoples' Way Of Life.	Creating for All, with All	Equality & belonging - An Open to All mindset drives every aspect of our business. When we include and respect people from all walks of life, we create a better, stronger company and a better, stronger world; Gender Equality & Empowerment - Equality is woven into the fabric of our culture because it's the way the world should function. We are proud to be the first Fortune 500 company to announce equal pay for equal work. Sustainability - We believe strongly that we can create amazing products and experiences for our customers while also ensuring we create opportunity and a healthy environment for our customers, employees, and the people in our supply chain.
Garmin	Public	Technology Hardware and Equipment	\$3.76B		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.

Organization Name	Category	Industry	Revenue (BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
General Motors	Public	Automobiles and Components	\$127.B		Our goal is to deliver world-class customer experiences at every touch point and do so on a foundation of trust and transparency.	A world with zero crashes, zero emissions and zero congestion.	"Be Inclusive: Creating an environment where all voices can be heard. Think Customer: Putting the customer at the center of every decision. Innovate Now: bringing urgency to achieving our vision every day. Look Ahead: Stepping back and considering what the company should be doing. One Team: Working together despite the distance. Be bold: Respectfully speaking up, exchanging feed back and boldly sharing ideas without fear. It's on Me: Taking personal responsibility for your work and contributions to our culture. Winning With Integrity: Doing the right thing, even when it's difficult."
Genesis Healthcare	Public	Health Care and Social Assistance	\$4.57B		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.
Gilead Sciences	Public	Pharmaceuticals, Biotechnology, and Life Sciences	\$27.31B		To discover, develop and deliver innovative therapeutics for people with life-threatening diseases.	To create a healthier world for all people.	Integrity - Doing What's Right Inclusion - Encouraging Diversity Teamwork - Working Together Accountability - Taking Personal Responsibility Excellence - Being Your best
Goodwill Industries International	Nonprofit	Non Profit	\$5.82B		Goodwill works to enhance people's dignity and quality of life by strengthening their communities, eliminating their barriers to opportunity, and helping them reach their full potential through learning and the power of work.	"Every person has the opportunity to achieve his/ her fullest potential and participate in and contribute to all aspects of life."	RESPECT - We treat all people with dignity and respect. STEWARDSHIP - We honor our heritage by being socially, financially, and environmentally responsible. ETHICS - We strive to meet the highest ethical standards. LEARNING - We challenge each other to strive for excellence and to continually learn. INNOVATION - We embrace continuous improvement, bold creativity, and change.
Goodwill of Central Iowa	Nonprofit	Non Profit			Changing lives of Central Iowans with barriers to employment by helping them earn and keep jobs through workforce training in our businesses and your communities.	Creating purpose through the power of work	Trustworthy, Integrity, Community, Respect, Accountability
Google	Public	Software and Services	\$162B		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.
Green Plains Renewable Energy	Public	Energy	\$2.83B	We leverage innovative, patented technology to create sustainable ingredients for feed, fuel, specialty alcohols and synthetic biology that have a meaningful impact on our customers, the environment and a growing global population.		We utilize our experience in agribusiness and fermentation, along with our status as a leader in biorefining, to push technological advancement and innovation in our ingredient sectors. Every day we work to create more value from fewer resources, seize meaningful opportunities for our company, and innovate ingredients to meet our customers' needs, all while serving as stewards of the environment.	NO POVERTY - Directly supports over 800 jobs across the U.S. ZERO HUNGER - Meets growing global demand for plant-based protein in a sustainable way. GOOD HEALTH AND WELL-BEING -Contributes to global health and safety through production of high-purity alcohol for hand sanitizer and disinfectants. CLEAN WATER AND SANITATION Engages in robust efforts to clean water and efficiently manage water resources across 11 biorefineries. AFFORDABLE AND CLEAN ENERGY - Provides consumers with less expensive, renewable biofuel alternatives to regular gasoline. DECENT WORK AND ECONOMIC GROWTH - Plays a significant role in agricultural economic activity in the U.S. Midwest, including purchasing corn locally and directly from American farmers. INDUSTRY, INNOVATION AND INFRASTRUCTURE - Drives innovative biorefinery process and product development. REDUCED INEQUALITIES - Contributes to the protection of human and labor rights via robust corporate governance policies and procedures. RESPONSIBLE CONSUMPTION AND PRODUCTION - Meets the world's growing food and dietary protein demands with high-protein and plant-based feeds. CLIMATE ACTION - Reduces particulate matter emissions and carbon footprint of liquid fuel vehicles. LIFE BELOW WATER - Develops innovative aquaculture diets to reduce overfishing of our oceans. LIFE ON LAND - Reduces need to further deforest land for agricultural purposes by using locally sourced corn. PEACE, JUSTICE AND STRONG INSTITUTIONS - Promotes a fair and just society via enhanced ethics and compliance procedures and oversight and community outreach and consultation. PARTNERSHIPS FOR THE GOALS - Engages with strategic partners to deploy advanced agricultural technology and achieve sustainability goals.

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GreenSky	Private	Finance and Insurance	\$0.529B		To help businesses grow and delight their customers.	To lead the future of payments, enabling accelerated commerce and transparency for all.	"Advocacy: Do the right thing by each constituency. Act as proponent for the needs of the community. Enthusiasm: Always keep the energy positive. Continue to seek to create value for each constituency. Integrity: be fair, sincere, honorable and transparent in all dealings. Encourage responsibility, trust, respect and understanding. Impact: Streamline for effectiveness but not at the cost of quality. Honor speed but not at the cost of quality. Service: Satisfy and anticipate customers needs. Be willing to listen, learn, admit mistakes, adapt and change."
Halliburton	Public	Energy	\$15.3B		To achieve superior growth and returns for our shareholders by delivering technology and services that improve efficiency, increase recovery, and maximize production for our customers.	To deliver a customer experience second to none, as globally competitive, creative, and ethical thought leaders.	"Integrity: Ethics and integrity are the foundation of our brand and the guiding principles for all we do. Safety: Priority number one. We are focused on our own personal safety as well as the safety of others. Collaboration: We work together with customers and understand that everyone has a role in providing the best solution. Competition: We compete to win. We know that competition makes everyone stronger. Creativity: We are resourceful. We are innovative and strive to apply the right technology and solution every time. Reliability: We deliver what we promise. We believe the quality of our service defines who we are. Respect: We value diversity and equality. It makes us stronger, more innovative, and better positioned for success. We are committed to inclusion across race, gender, nationality, religion, identity, experience, and any other unique attribute. We are honest with ourselves, welcome different viewpoints, and empower each other to be authentic."
Hasbro	Public	Household and Personal Products	\$6.42B	Making the World a better Place for all Children, Fans and Families	Creating the World's best Play & Entertainment Experiences		
Heart to Heart International	Nonprofit	Non Profit	\$0.24B		Improving Access to Health. Heart to Heart International seeks to improve healthcare access in the U.S. and around the world by ensuring quality care is provided equitably in medically under-resourced communities and in disaster situations. Through HHI's work, people in need receive medications, direct medical care, hygiene supplies and medical supplies.	We imagine a world in which every person has access to a healthy life and every community has the capacity to make that access a reality. We believe that sustained access to health sets the foundation for individual and community development. In everything we do, we work to broaden access to healthcare services and build capacity for health. It's a lofty vision, but we take a step closer to it every day through support from people like you. Invest in our efforts to create a healthier world today.	PASSION - We are passionate about creating a healthier world. We vigorously mobilize as many volunteers, partners and donors as possible to make healthcare more accessible for all people. We will work relentlessly until everyone has access to a healthy life. INCLUSION - Equity in healthcare is dependent on creating space for a diverse set of voices to engage in this work. We strive to bring together a broad array of people, especially those who might otherwise be excluded. SUSTAINABILITY - Success is found in empowering communities to develop and maintain self-sufficient healthcare systems. We focus on helping communities move from the point of survival to the path of sustainability. PARTNERSHIP - We know that we are stronger, more efficient and more effective when we work with others locally and globally to deliver on our vision of a healthier world. We leverage partnerships for greater results. ENTERPRISING - We are at our best when the need is at its greatest. We overcome challenges and obstacles by mobilizing our global network to find innovative solutions and efficiently deliver humanitarian services to a world in need. We make things happen.
Heartland Express	Public	Transportation and Warehousing	\$0.61B		As an organization, Heartland Express is committed to providing our customers with the highest quality of service and safety in the trucking industry. Excellence in service and safety are company goals. We measure ourselves by the high standards of our customers, and value their input. Mutual progress towards defined goals is our objective in working with our customers. In order to provide this service to our external customers, Heartland is committed to internal quality processes. We are dedicated to achieving maximum efficiency and productivity in every area of operation. Every employee must understand how their job contributes to the overall operation and directly affects the customer, their ultimate employer. Heartland Express is committed to continuous improvement and responsiveness to customer needs in all departments. We have made a long term commitment to developing programs that will enable our employees to function more efficiently. This will enable us to provide our customers with superior service and work with them to obtain mutual efficiencies. At Heartland, "Service for Success" enables ourselves and our customers to succeed in achieving overall quality that reflects organizational excellence!	Heartland Express strives to offer superior Service for Success. This is achieved by Employing The Best People and Maintaining a Modern Fleet, committed to supporting our customers with the highest quality of service and safety in the industry. Daily bottom Line thinking and keeping a Long Term Mindset, is the foundation Heartland Express is built on to stay Financially Strong and Debt Free.	

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Hitachi	Public	Technology Hardware and Equipment	\$81B	To contribute to society through the development of superior, original technology and products that power sustainable connectivity.	Our mission is 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.	"Wa (Harmony): We need to show respect to our colleagues, our suppliers, our clients and our stakeholders. We show respect to earn respect. Makoto (Sincerity): We should act with integrity in all we say and do, this shows that we are sincere in holding to our stated values. We maintain fairness in all our dealings; our reputation is founded on how we go about our business. Kaitakusha – Seishin (Pioneering Spirit): We lead with ambition, seeking new challenges; we are not afraid to be flexible and adapt to the changing needs of our business."
HNI Corp	Public	Manufacturing	\$2.18B				"1. Relentless focus on customers - In everything we do, the customer comes first. We help our customers succeed because we believe their goals are our goals. 2. Always looking for a better way - built around Rapid Continuous Improvement (RCI) and the belief we all have something unique and valuable to contribute every day, we view problems as opportunities waiting to be uncovered and actively participate in finding solutions. 3. Shared responsibility and rewards - We hold ourselves accountable for results and win together. As company owners, we are trusted to make decisions that improve our business. 4. Positively impacting the planet - We strive to sustainably use natural resources, minimize our footprint on the environment and conduct business in ways that are good for the planet today and for generations to come. 5. Fairness and respect -We operate in a spirit of cooperation. We value treating each other honestly and with fairness and respect. We do what is right for HNI and for one another. 6. Integrity without compromise - How we do business is important to us. We believe in always doing the right thing. We hold ourselves and others to the highest standards in all we say and do. 7. A community for everyone - Everyone is welcome. We value using each other's differences in experiences and ideas to solve problems and better serve our customers. We strive to improve the communities where we work and live. "
Hormel Foods	Public	Food, Beverage, and Tobacco	\$11.37B	Inspired People. Inspired Food.™	An Uncommon, Global branded Food Company. We're not just inspired to make great food, we're inspired to make a difference for our customers, team members, consumers, shareholders and the communities where we live and work.		Integrity, an uninterrupted quest for quality and innovation, a respect for one another and a commitment to community
Howard Hughes Medical Institute	Nonprofit	Non Profit	\$1.47B		As a nonprofit research organization and philanthropy, HHMI's mission is to advance the discovery and sharing of scientific knowledge to benefit us all. We employ scientists, provide research and education grants, offer free classroom resources, and share stories of science with audiences worldwide. Across all our work, we encourage talented scientists, educators, and students to stay curious, pursue tough scientific questions, and contribute to making science more inclusive.		Discovery Science; Diversity, Equity, And Inclusion; Public Engagement; and Improving The Culture Of Academic Science
Hyatt Hotels Corporation	Public	Accommodation and Food Services	\$5.02B		To deliver distinctive experiences for our guests.	A world of understanding and care.	Respect. Integrity. Humility. Empathy. Creativity. Fun.
IMF - International Monetary Fund	Governmental	Governmental - Global & Multilateral	N/A		The IMF has three critical missions: furthering international monetary cooperation, encouraging the expansion of trade and economic growth, and discouraging policies that would harm prosperity. To fulfill these missions, IMF member countries work collaboratively with each other and with other international bodies.		Integrity, honesty, inclusion, respect, excellence, and impartiality
Inclusa	Nonprofit	Non Profit	\$0.65B		In order to maximize health outcomes, Inclusa proactively partners with others to build vibrant and inclusive communities that offer people dignity, choice, and connections.	Inclusa empowers people to explore and achieve life's possibilities.	PARTNERSHIP: We work collaboratively with stakeholders to jointly produce valued outcomes and to accomplish more than the sum of our parts. We team with others through shared ownership of risks and benefits. RESPECT: We treat others as we wish to be treated: including all, honoring differences, listening actively, building trust, and responding promptly and with care. INNOVATION: We are forward-thinking; we search for proactive, bold, new and creative solutions. Through leadership and continuous improvement, we enhance the quality of care. INTEGRITY: We consistently hold ourselves accountable by doing what we say we will do when we say we will do it. DEVELOPMENT: We pursue continuous individual and organizational learning. We learn from experience and share new knowledge. EXCELLENCE: We are exceptional communicators. We are responsible stewards of resources. We strive to exceed the expectations of those we serve and our business partners.

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Intel	Public	Technology Hardware and Equipment	\$77.87B		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.
IOC - International Olympic Committee	Governmental	Governmental - Global & Multilateral	N/A		The mission of the IOC is to promote Olympism throughout the world and to lead the Olympic Movement.	The vision of the International Olympic Committee is to build a better World through Sport.	"Striving for excellence and encouraging people to be the best they can be. Celebrating friendship, which is quite unique to the Olympic Games – an event that brings people together every few years. Demonstrating respect in many different manners: respect towards yourself, the rules, your opponents, the environment, the public, etc."
Iowa Select Farms	Private	Food, Beverage, and Tobacco	\$0.633B		To responsibly produce safe, nutritious and high quality pork for our customers and the food companies they serve.	To compete in a global marketplace for protein production by fostering a culture engaged in operational excellence and innovation.	We believe in doing the right thing every day, operating with character and integrity, and being stewards of our resources. We fulfill our values every day through SelectCare, and believe by taking care of our people, our animals, our communities and our environment we will achieve our mission.
Iowa Select Farms	Private	Food, Beverage, and Tobacco	0\$.633B		To responsibly produce safe, nutritious and high quality pork for our customers and the food companies they serve.	To compete in a global marketplace for protein production by fostering a culture engaged in operational excellence and innovation.	We believe in doing the right thing every day, operating with character and integrity, and being stewards of our resources. We fulfill our values every day through SelectCare, and believe by taking care of our people, our animals, our communities and our environment we will achieve our mission.
Kellogg	Public	Food, Beverage, and Tobacco	\$14.18B	Creating better days and a place at the table for everyone through our trusted food brands.		A good and just world where people are not just fed but fulfilled.	INTEGRITY - We Act With Integrity and Show Respect * Demonstrate a commitment to integrity and ethics * Show respect for and value all individuals for their diverse backgrounds, experiences, styles, approaches and ideas * Listen to others for understanding * Assume positive intent ACCOUNTABILITY - We Are All Accountable * Take personal accountability for our actions and results * Focus on finding solutions and achieving results * Actively engage in discussions and commit to decisions once they are made * Involve others in decisions and plans that affect them * Keep promises and commitments made to others * Personally commit to the success and well- being of teammates * Embrace the belief that all injuries are preventable and that achieving a healthy and safe environment starts with "me" PASSION - We Are Passionate About Our business, Our brands and Our Food * Show pride in our brands and heritage * Delight our consumers and serve our customers through the high quality of our products and services * Promote a positive, energizing, optimistic and fun environment * Promote and implement creative and innovative ideas and solutions * Value, promote and fiercely protect our reputation HUMILITY - We Have the Humility and Hunger to Learn * Value openness and curiosity to learn from anyone, anywhere * Seek and provide honest feedback * be open to personal change and continuous improvement * Learn from mistakes and successes in equal measure * Never underestimate our competition SIMPLICITY - We Strive for Simplicity * Seek to continually simplify and improve processes, procedures and activities * Work across organizational boundaries/ levels and break down internal barriers * Deal with people and issues directly and openly * Prize results over form RESULTS - We Love Success * Achieve results and celebrate when we do * Help people to be their best by providing coaching and feedback * Work with others as a team to accomplish results and win * Have a "can do" (positive) attitude and drive to get the job done * Make people feel valued and appreciated * Make the tough calls
Kemin	Private	Agriculture, Forestry, Fishing and Hunting	\$1B		Kemin is a global manufacturer providing local, innovative nutritional and health solutions for a changing world. Kemin will act in partnership with our customers to fulfill their needs and expectations while achieving mutually profitable results. Kemin will achieve our mission by placing the needs of our customers first, creating technology at the molecular level and fostering continuous improvements in our people, processes and products. Our commitment to making things better for people, pets, animals, plants and the planet has driven us to new innovations and advancements in science. As we expand into new areas, Kemin remains loyal to what led us here: our commitment to science, our spirit of innovation and our belief in serving others.	We strive to sustainably transform the quality of life every day for 80 percent of the world with our products and services.	

Organization Name	Category	Industry	Revenue (BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
Kent Corporation	Private	Agriculture, Forestry, Fishing and Hunting	\$0.542B		KENT® Corporation is engaged in Strategic Investment Management for the benefit of its shareholders, customers, employees and their extended community. KENT is dedicated to applying its Core Values across all its operating subsidiaries and coordinating the management of those subsidiaries in order to deliver reasonable and consistent financial returns on a long-term basis.	Population growth is the only consistent demographic trend. The desires and dietary requirements of this trend require innovative technology. KENT® Corporation is in pursuit of this global challenge through a diversified team of companies. Our vision is to become a recognized leader in creating value through innovative foods and ingredients for the whole family.	
Kimberly-Clark	Public	Household and Personal Products	\$19.44B	Better Care for a better World reflects our ambition to be a purpose-led and performance-driven company. Together, our team members focus on performance and impact to drive our success.			"We Care: We care for our people, our communities and everyone we serve, and we value our differences. We Own: We are responsible for our decisions and accountable for our results. We Act: We have a bias for action, and do what's right for our people, our business, and our world."
Kinder Morgan	Public	Energy	\$16.61B		Kinder Morgan Provides Energy Transportation and Storage Services in a Safe, Efficient and Environmentally Responsible Manner for the benefit of People, Communities and businesses.	Delivering Energy to Improve Lives and Create a Better World	Integrity, Accountability, Safety, Excellence
KLA	Public	Technology Hardware and Equipment	\$6.92B		Leading-edge technology and devices using advanced inspection tools, metrology systems, and computational analytics. Our solutions accelerate tomorrow's electronic devices.	"Why We Believe in a Brighter Future It's our belief at KLA that innovators are true optimists. We take on complex technical challenges that often take years to solve. We work on the edges of deep science, exploring electron and photon optics, sensors, machine learning and data analytics. We help create the ideas and devices that transform the future."	
Kraft Heinz Company	Public	Food, Beverage, and Tobacco	\$25B		Let's make life delicious.	To sustainably grow by delighting more customers globally.	"We are consumer obsessed: We are a company of food lovers, and our brands hold a unique place in the hearts and homes of our consumers. We work every day to earn their loyalty and love. Our consumers are at the center of everything we do, and we are building a culture of creativity to anticipate and respond to their future needs, delivering appetizing food across our brands. We dare to do better every day: We are on a journey of continuous improvement, constantly challenging the status quo. Our curiosity ensures we are constantly learning and working to be better than we were yesterday. Our commitment to efficiency enables us to courageously invest in our business and fuel growth. We champion great people: We are a meritocracy. Attracting, nurturing and developing talent is our top priority. Great people have the vision to see what must be done, and the courage to do it. As a company we are only as great as the quality of our teams. Our people make the difference. We demand diversity: We are inclusive. All voices matter. We will not just listen, but truly work to hear different points of view. Diverse backgrounds and perspectives make us stronger, more interesting, more innovative We do the right thing: We lead with honesty and integrity. We will always do right by our customers, partners, suppliers and the communities we serve. We actively care about our environment, creating high quality, responsibly manufactured products. We own it: We are accountable. We act as owners each day, showing commitment and belief in our cause, making decisions and treating this business as if it were our own. We take responsibility for our actions and results, in the pursuit of building something together far bigger than ourselves."

Organization Name	Category	Industry	Revenue ( BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
Leidos	Public	Aerospace & Defense	\$13.74B		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 our communities through volunteerism, sustainable operations, and the advancement of equality.	"Integrity - Is having the courage to make tough ethical decisions, taking pride in our work, being transparent with our team, and being respectful of everyone. Inclusion - Is fostering a sense of belonging, welcoming all perspectives and contributions, and providing equal access to opportunities and resources for everyone. Innovation - Is not limited to our engineers and scientists. It is acting as a catalyst. Being tenacious and curious to help us excel and be a part of a learning organization. Agility - Is being flexible, creative, and resilient. It is our ability to think and act small while using the size and strength of our balance sheet to our advantage. Collaboration - Is being team-oriented and proactively engaging to meet shared objectives. It is about building relationships and staying connected with each other. Commitment - Is being accountable, taking ownership, modeling servant leadership, and operating with a sense of urgency to our customers and teams."
Linde	Public	Manufacturing	\$28.23B		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 – We put safety first. We believe all incidents are preventable, and our goal is no harm to people, communities or the environment. We continuously work to improve our safety culture and performance worldwide. Integrity – We always strive to achieve our goals ethically, and with the highest integrity. We expect transparent and respectful interactions between management, employees and our business partners, consistent with our Code of business Integrity. Community – We are committed to improving the communities where we live and work. Our charitable contributions, along with employee volunteerism, support initiatives that make important and sustainable contributions to our world. Inclusion – We embrace diversity and inclusion in order to attract, develop and retain the best talent and build high-performance teams. By hearing all voices and benefiting from diverse opinions, thoughts and perspectives, we achieve our full promise and potential. Accountability – We hold ourselves accountable for our performance, individually and collectively. We focus both on what we accomplish and how we accomplish it, and we are committed to delivering on individual and company goals."
LinkedIn	Public	Media and Entertainment	\$5.3B		To connect the world's professionals to make them more productive and successful.	To create economic opportunity for every member of the global workforce.	"We put members first: Every day, when making decisions large and small, we will always prioritize doing the right thing for our members, to make them more productive and successful. We trust and care about each other: We always start from a position of trust. We recognize every professional interaction is a chance to practice respect, compassion, honesty and integrity. We are open, honest and constructive: by seeking the truth and keeping it real, we are more likely to generate solutions to difficult problems. We welcome and seek constructive feedback so we can learn and grow. We act as One LinkedIn: This is our company and we operate together against our single vision: to create economic opportunity for every member of the global workforce. Each of us is responsible for making decisions as owners; prioritizing the whole over any part, embracing doing good along with doing well, and realizing that we have outsized impact and win when we move forward together. We embody diversity, inclusion and belonging: Every one of us is responsible for creating an environment where diverse perspectives and experiences are sought and valued and where everyone has the opportunity to thrive. We believe talent is equally distributed but opportunity is not, and we realize our responsibility both on our platform and in our company to create a more equitable and inclusive world of work. We dream big, get things done and know how to have fun: We are driven by the massive responsibility we have embraced to create economic opportunity for every professional, company and society. We know that we have to constantly innovate and push big ideas while also delivering value every day. Through it all, we act with humility and find joy in working together on something that matters so much."
Lockheed Martin	Public	Aerospace & Defense	\$14.96B		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.
LSC Communications	Public	Telecommunication Services	\$3.326B	To create and customize cutting-edge print and digital supply chain solutions that allow our clients to focus on their core business.	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.	

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LuluLemon Athletica	Public	Retail Trade	\$6.26B	We elevate human potential by helping people feel their best.		We create transformative products and experiences that build meaningful connections, unlocking greater possibility and well being for all.	Personal Responsibility - We act with honesty and integrity, taking full accountability for our choices and their impact; Connection - We build trusting relationships by valuing and celebrating each human's uniqueness. Inclusion - We remove barriers to equity so that everyone has a sense of belonging. Courage - We have the heart and strength to do big, challenging, and important things for each other and our planet. Fun - We infuse joy and laughter into all we do, which in turn allows us to turn work into play.
Lumen Technologies	Public	Telecommunication Services	\$19.68B	We believe humanity is always at its best when it produces innovative technologies that advance the ways we live and work.	To deliver amazing customer experiences with networking, cloud and security solutions that power next-gen business applications. We aim to democratize complex and cutting-edge technologies and deliver simple solutions, so our customers can focus on innovation, not their IT.		
Lumos Pharma	Public	Pharmaceuticals, Biotechnology, and Life Sciences			To develop new therapies for people with rare diseases, prioritizing its focus where the medical need is high, and the pathophysiology is clear.	We persevere to improve the health of rare disease patients.	"CURIOSITY: Ever curious, we welcome new scientific ideas INTEGRITY: Integrity is the cornerstone of all we do RESPECT: We respect one another and value diverse ideas and opinions COMPASSION: Our compassion connects us to our patients AUTHENTICITY: We are authentic to our purpose and values"
Luxoft	Private	Software and Services	\$0.906B		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.
LyondellBasell Industries	Public	Manufacturing	\$33.91B		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.
ManpowerGroup	Public	Commercial and Professional Services	\$20.72B			To lead in the creation and delivery of innovative workforce solutions and services that enable our clients to win in the changing world of work.	"People - We care about people and the role of work in their lives. We respect people as individuals, trusting them, supporting them, enabling them to achieve their aims in work and in life. We help people develop their careers through planning, work, coaching and training. We recognize everyone's contribution to our success - our staff, our clients and our candidates. We encourage and reward achievement. Knowledge - We share our knowledge, our expertise and our resources so that everyone understands what is important now and what is happening next in the world of work - and knows how to respond. We actively listen and act upon this information to improve our relationships, solutions and services. Based on our understanding of the world of work, we actively pursue the development and adoption of the best practices worldwide. Innovation - We lead in the world of work. We dare to innovate, to pioneer and to evolve. We never accept the status quo. We constantly challenge the norm to find new and better ways of doing things. We thrive on our entrepreneurial spirit and speed of response - taking risks, knowing that we will not always succeed, but never exposing our clients to risk."
Marsh & McLennan Companies	Public	Commercial and Professional Services	\$19.82B	OUR PEOPLE BRING THE BEST IDEAS FORWARD. There's a greater purpose to our work. Individually, and as an enterprise, we are here to make a difference in the moments that matter. Three commitments unite us as we strive to live our purpose: SUCCEEDING TOGETHER - We are in business to expand what's possible for our clients and each other. ACCELERATING IMPACT - We embrace change and create enduring client value. ADVANCING GOOD - We work with our clients to enable enterprise around the world and secure better futures for all.			WE RESPECT - the dignity and worth of every person. We work to advance human rights and social and workplace equality everywhere we do business. WE REJECT - racism, bigotry, homophobia and xenophobia, and condemn any stance that limits people's possibilities because of who they are or the circumstances that surround them. WE CHAMPION - liberal democracy and the power of free enterprise to change what is possible. We embrace globalization and cooperative action to address the world's great challenges and create new opportunities for its citizens. WE SUPPORT - the rule of law, sustained alliances based on shared values, and keeping commitments. WE BELIEVE - that the best solutions haven't been invented yet. Investment and policy decisions should look forward, not backward; outward, not inward; and they should be based on objective evidence. WE STAND FOR - enabling enterprise around the world and a better future for all.

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MasterCard	Public	Finance and Insurance	\$18.88B	We work to connect and power an inclusive digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible.			Trust: We act with integrity and respect; we encourage openness. Partnership: We work as one team to the benefit of all – consumers, merchants, business partners, governments and the communities we serve Agility: We act with a sense of urgency and deliver value through our innovation and execution. Initiative: We are empowered to take bold and thoughtful action, and we hold ourselves accountable for delivering results
Mattel	Public	Household and Personal Products	\$5.46B	We empower the next generation to explore the wonder of childhood and reach their full potential.	We create innovative products and experiences that inspire, entertain and develop children through play.		Our brand Promise: Trust. Trust is foundational to everything we do. Our relationship with our people, consumers, customers, business partners, and communities is built on their belief that we will do the right thing and live up to our commitments. We take our heritage as a trusted partner to parents and families very seriously. This requires that we act as a responsible corporate citizen, pursue social, economic, and environmental sustainability, and promote diversity, equity, and inclusion. We earn trust by operating with integrity and transparency and being true to our mission and purpose. This is essential for our reputation, competitive advantage, and long-term success.
Matthew 25: Ministries	Nonprofit	Non Profit	\$0.31B		The mission of Matthew 25: Ministries is to fulfill Matthew 25:34-40 of the New Testament by providing nutritional food to the hungry, clean water to the thirsty, clothing to the naked, affordable shelter to the homeless, medical care to the ill, and humanitarian supplies to those in need. Additionally, Matthew 25: Ministries is committed to fulfilling Matthew 25:40 by educating the public on the conditions and needs of the "least of these" and by providing resources for action.	The vision of Matthew 25: Ministries is to fulfill founder Rev. Wendell Mettey's dream of being a place where all people can come together no matter their differences and work toward the common goal of helping those in need, as Matthew 25: 34-40 shows us how. In order to accomplish this in the most efficient and ethical way, we will continue to grow to help more people in need, welcome more volunteers, engage with more donors, and save more products from the landfill, allowing us to lead by example for all to witness. Caring for a needy world is not just something we want to do, it is what we are called to do, to show God's love.	
Mayo Clinic	Nonprofit	Non Profit	\$15.15B		To inspire hope and contribute to health and well-being by providing the best care to every patient 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 - Treat everyone in our diverse community, including patients, their families and colleagues, with dignity. INTEGRITY - Adhere to the highest standards of professionalism, ethics and personal responsibility, worthy of the trust our patients place in us. COMPASSION - Provide the best care, treating patients and family members with sensitivity and empathy. HEALING - Inspire hope and nurture the well-being of the whole person, respecting physical, emotional and spiritual needs. TEAMWORK - Value the contributions of all, blending the skills of individual staff members in unsurpassed collaboration. INNOVATION - Infuse and energize the organization, enhancing the lives of those we serve, through the creative ideas and unique talents of each employee. EXCELLENCE - Deliver the best outcomes and highest quality service through the dedicated effort of every team member. STEWARDSHIP - Sustain and reinvest in our mission and extended communities by wisely managing our human, natural and material resources.
McCormick & Company	Public	Manufacturing	\$5.347B		Our Purpose is "To Stand Together for the Future of Flavor."	Our Vision is "A World United by Flavor—where healthy, sustainable and delicious go hand in hand."	"Passion for flavor Power of people Taste you trust Driven to innovate Purpose-led performance"
McFarland Clinic	Private	Health Care and Social Assistance	\$0.240B		We care for people.	We will be the trusted choice for enhancing the health and well-being of our communities.	"Quality Care and Extraordinary Service: Delivering coordinated, patient-centered care. Actively listening and being present with every person in every interaction. Being timely, compassionate, and accountable to the patient. Engaging in shared decision-making. Assuring understanding and satisfaction. Trusting Relationships: Respecting each other as individuals. Starting with heart and assuming the best intentions of others. Demonstrating empathy. Nurturing and supporting the provider-patient partnership. Acting with integrity. Encouraging a feedback-rich culture. Exceptional Workplace: being compassionate, being inclusive, and welcoming different perspectives. Encouraging individual development. Embracing innovation and enabling excellence in our work. Recognizing and supporting the full spectrum of individual well-being. Building working relationships through teamwork and dialogue."

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Merck	Public	Pharmaceuticals, Biotechnology, and Life Sciences	\$51.27B	We use the power of leading-edge science to save and improve lives around the world.		We aspire to be the premier research-intensive biopharmaceutical company	Patients first - We are all accountable for delivering high quality products and services. We aspire to improve the health and wellness of people and animals worldwide, and to expand access to our medicines and vaccines. All of our actions must be measured against our responsibility to those who use or need our products. Respect for people - Our ability to excel depends on the integrity, knowledge, imagination, skill, diversity, safety and teamwork of our employees. We work to create an environment of mutual respect, inclusion and accountability. We reward commitment and performance and are responsive to the needs of our employees and their families. Ethics and integrity - We are committed to the highest standards of ethics and integrity. We are responsible to all of our stakeholders: employees, patients, customers, distributors and suppliers, shareholders, and the communities we serve worldwide. We do not take professional or ethical shortcuts. Innovation and scientific excellence - We are dedicated to the highest standard of innovation and scientific excellence. Our research is guided by a commitment to improving health and quality of life. We strive to identify and meet the most critical needs of patients and customers through continuous innovation across all areas of our business.
Mercy Medical Center	Private	Health Care and Social Assistance	\$0.395B		To care for the sick and enhance the health of the communities we serve, guided by the spirit of the Sisters of Mercy.	Working together to provide exceptional healthcare with The Mercy Touch.	The ICARE values define how we perform work and conduct ourselves with each other and our patients. It's how we define and meet the standards of The Mercy Touch. The Mercy Touch embodies the values of: INTEGRITY - We adhere to a code of ethics that emphasizes honesty, sincerity and being open through both our words and actions at all times. We strive to always do the right thing for our patients, families and co-workers. COMPASSION - We believe everyone at Mercy is a caregiver. We treat all patients and families with the utmost respect and compassion. We deliver our care and services with kindness and empathy to help alleviate suffering. ACCOUNTABILITY - We accept responsibility for our actions and performance. RESPECT - We honor and value the individuality, spirituality and diversity of our patients, families and co-workers by treating them as we - and they - would want to be treated. EXCELLENCE - We are committed to being patient-centered and providing responsive and personalized care to ensure the best possible outcomes in a safe and holistic environment. We provide superior service and quality by going the extra mile for our patients, their families and our co-workers.
Mercy One	Private	Health Care and Social Assistance			MercyOne serves with fidelity to the Gospel as a compassionate, healing ministry of Jesus Christ to transform the health of our communities.	MercyOne will set the standard for a personalized and radically convenient system of health services.	Integrity. Commitment to the Poor. Compassion. Excellence. Justice. Stewardship. Reverence
Meta	Public	Media and Entertainment	\$70.7B		To give people the power to build community and bring the world closer together.		Give people a voice. Serve everyone. Promote economic opportunity. Build connection and community. Keep people safe and protect privacy
Metropolitan Museum of Art	Nonprofit	Non Profit	\$0.41B	The Met was founded on April 13, 1870, "to be located in the City of New York, for the purpose of establishing and maintaining in said city a Museum and library of art, of encouraging and developing the study of the fine arts, and the application of arts to manufacture and practical life, of advancing the general knowledge of kindred subjects, and, to that end, of furnishing popular instruction." This statement of purpose has guided the Museum for over 140 years.	The Metropolitan Museum of Art collects, studies, conserves, and presents significant works of art across time and cultures in order to connect all people to creativity, knowledge, ideas, and one another.		
Microsoft	Public	Software and Services	\$143B		To empower every person and every organization on the planet to achieve more.		"Respect: We recognize that the thoughts, feelings, and backgrounds of others are as important as our own. Integrity: We are honest, ethical, and trustworthy. Accountability: We accept full responsibility for our decisions, actions, and results."

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Midwest Food bank	Nonprofit	Non Profit	\$0.42B		As a faith-based organization, it is the mission of Midwest Food bank to share the love of Christ by alleviating hunger and malnutrition locally and throughout the world and providing disaster relief; all without discrimination.	Our vision is to provide industry-leading food relief to those in need while feeding them spiritually.	SERVING THOSE IN NEED - We recognize and adapt to our agencies (food pantries, schools, soup kitchens, shelters) needs, providing them resources to help them best solve food insecurity for individuals and families. EMPOWERING VOLUNTEERS - Our volunteers find purpose in their efforts shared with MFB. Opportunities are made available for any age and array of abilities. The countless hours and expertise of our volunteers is a unique and blessed differentiator. EMBRACING OUR COMMUNITIES - We warmly welcome community members and partners, engage with them to serve those in need, and sincerely appreciate the joint partnerships we have. WORKING WITH INTEGRITY - Our communications and actions are always done with honesty and transparency. EXECUTING THROUGH TEAMWORK - We work across all our divisions and within our locations. We place a high priority on collaboration, leveraging best practices for continuous improvement of an already efficient organization.
MidWestOne Financial Group	Public	Banking	\$49B	We promise to always make you our number one priority in everything we do.	Take care of our customers and those who should be		RISE stands for Retention, Innovation, Support, and Empowerment
Moderna	Public	Pharmaceuticals, Biotechnology, and Life Sciences	\$18.47B		To deliver on the promise of mRNA science to create a new generation of transformative medicines for patients.	We set out to change the world and make mRNA medicines a reality for humanity.	Moderna people hold a deep sense of responsibility for each other, patients, the environment and our local communities. Our people live our Values every day: Bold, Collaborative, Relentless, Curious
Mondelez International	Public	Food, Beverage, and Tobacco	\$28.72B	To empower people to snack right.	To lead the future of snacking by offering - the Right Snack, at the Right Time, made the Right Way - delivering delicious, mindful and more sustainable snacks.		Reflected in everything we do, our values shape how we operate and bring our purpose of empowering people to snack right to life. We love our consumers and our brands. We deeply know our consumers and understand their desires for personal well-being and thoughtful care for our planet. It shapes how we share delightful and sustaining snacks with them. We grow every day. In everything we do, we're thinking of one thing - growth. We operate with speed and efficiency instead of focusing on perfection. Our people are at the heart of everything we do. They are the driving force behind our growth. We do what's right. Always. We treat everyone with care and integrity. Our diverse, inclusive and connected community makes us stronger and secures our steps forward on the right path. We follow through on our commitments, doing what is right for our consumers, right for our partners, right for our brands and right for the environment.
Mother Cabrini Health Foundation	Nonprofit	Non Profit	\$0.55B		We provide grants to improve the health and well being of vulnerable New Yorkers, bolster the health outcomes of diverse communities, eliminate barriers to care, and bridge gaps in health services. We seek to promote, sponsor, and support activities, programs, and initiatives that enhance access to affordable quality healthcare and healthcare-related services and address the unmet healthcare and healthcare-related needs of communities across New York State. This includes the social determinants of health, consistent with the ethical principles, tenets, and teachings of the Roman Catholic faith. Our Foundation will exist in perpetuity, helping generations of New Yorkers regardless of faith.	Our top-tier leadership team drives the impactful work that the Mother Cabrini Health Foundation supports across New York State. Tasked with fulfilling a public mandate to reduce health disparities and honor the Foundation's namesake, we seek to tangibly improve the lives of hundreds of thousands of New Yorkers in need.	Honoring Mother Cabrini's legacy of helping New York's youth, the poor, underserved, and those in need through her namesake foundation is an incredible opportunity to empower New Yorkers to live better, healthier lives.
MRC Global	Public	Utilities	\$3.662B		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.

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Mutual of Omaha	Private	Finance and Insurance	\$9.347B		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 care for, respect and listen to our customers. We use what we learn to provide the right financial solutions and a superior customer experience. We understand that we are here for our customers and because of them, so every decision we make is with their best interests in mind. We Act With Integrity: We hold ourselves to the highest standards and seek always to do the right things. We deliver on our promises and honor our commitments. We are clear in our communications and transparent about our intentions. We adhere to high ethical standards, complying with regulatory requirements and company policies. We Are Innovative: We encourage new ideas, try new things, and always learn from experience as we seek the optimum solutions. We relentlessly pursue ways to simplify and streamline our operations. Through innovation, design and experimentation we continually find ways to grow the business and enhance the customer experience. We Are Accountable for Results: We take personal accountability for results, working within and beyond our areas of responsibility to ensure timely decisions, quick action and ultimate success. We understand that we are in the business of managing risk, and work to protect our assets and reputation so that we can continue to meet our commitments. Together We Achieve Greatness: We will continue to build a culture that respects and values the unique strengths and cultural differences of our associates, customers and community. We are a diverse and inclusive team, collaborating and supporting one another to pursue shared goals and achieve personal growth and development."
NASA	Governmental	Governmental - National	\$21.5B		"NASA explores the unknown in air and space, innovates for the benefit of humanity, and inspires the world through discovery."	Exploring the secrets of the universe for the benefit of all.	Safety. Integrity. Teamwork. Excellence. Inclusion.
NASDAQ	Public	Finance and Insurance	\$5.89B		To provide the premier platform and ecosystem for global capital markets and beyond with unmatched technology, insights & markets expertise.	Reimagining markets to realize the potential of tomorrow.	"Act Like An Owner: Take initiative and follow through. Be empowered to propose. Set measurable goals, and measure results. Drive innovation by taking intelligent risks. Maximize operational efficiency Demonstrate Mastery: Ensure you're a subject matter expert. Build your capabilities. Show courage & resourcefulness. Be accountable for commitments Lead With Integrity: Demonstrate respect for everyone. Communicate transparently. Role model honesty & ethics Play As A Team: Listen well and demonstrate humility. Trust colleagues, assume good intent. Collaborate across boundaries. Seek out diverse thought & background. Demonstrate empathy for others Fuel Client Success: Define your clients—internal and/or external. Center decision making around their needs. Solve problems swiftly. Demonstrate resilience through obstacles. Deliver quality that exceeds expectations Drive Innovation: bring forth ideas for meaningful change. Take intelligent risks; learn from failures. Show courage and resourcefulness. Lead with agility and resiliency"
National Archives and Records Administration	Governmental	Governmental - National	\$0.377B		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: Create an open, inclusive work environment that is built on respect, communication, integrity, and collaborative teamwork. Innovate: Encourage creativity and invest in innovation to build our future. Learn: Pursue excellence through continuous learning and become smarter all the time about what we know and what we do in service to others."
Nature Conservancy	Nonprofit	Non Profit	\$1.18B		The mission of The Nature Conservancy is to conserve the lands and waters on which all life depends.	Our vision is 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: We will meet the highest ethical and professional standards in all of our organizational endeavors and, in doing so, we hold ourselves accountable to our mission and to the public. Be honest at all times. Be accountable to each other, to the mission, to our donors, members, partners, and to the public (Read our Privacy Policy). Earn trust by building relationships, being competent, and following through on all of our commitments. Respect for People, Communities, and Cultures: Enduring conservation success depends on the active involvement of people and partners whose lives and livelihoods are linked to the natural systems we seek to conserve. We respect the needs, values and traditions of local communities and cultures, and we forge relationships based on mutual benefit and trust. Demonstrate respect by committing to local, on the ground involvement with people, communities and cultures, and with awareness and sensitivity to their economic realities. Treat our partners and colleagues with fairness and honesty. Work collaboratively with all sectors of society, including Indigenous Peoples, to develop practical conservation solutions. Commitment to Diversity: We recognize that conservation is best advanced by the leadership and contributions of people of widely diverse backgrounds, experiences and identities. We will recruit and develop staff to create a diverse, inclusive and equitable organization that reflects our global character and: Leverage our differences to be more effective in achieving our mission. Respect and learn from our variety of experiences and ways of thinking. Create a day to day workplace climate that welcomes and encourages each of us, valuing the contributions of all. Strengthen the diversity of our workforce, trustees, and board. One Conservancy: Our strength and vitality lie in being one organization working together in local places and across borders to achieve our global mission. We value the collective and collaborative efforts that are so essential to our success. Work across all of our operations to implement and support the right strategies, at the right scales, and at the right places always with the greater good of our mission in mind. Act with continuity of purpose in everything we do, from the focus of our conservation efforts to the allocation of our resources. Celebrate individual, team and project success as the success of all who work for TNC Tangible, Lasting Results: We use the best available science, a creative spirit, and a non-confrontational approach to craft innovative solutions to complex conservation problems at scales that matter and in ways that will endure. Develop, analyze and use the best available conservation science and a science-based rigor to set priorities, make decisions, take action, and measure results. Use a creative spirit and original thought in the pursuit of excellence. Conduct our business in an environmentally sensitive manner."

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Navient	Public	Finance and Insurance	\$0.391B		To enhance the financial success of our customers by delivering innovative solutions and insights with compassion and personalized service.		We strive to be the best. We're stronger together. We earn the trust of our customers and colleagues. We innovate always and everywhere.
Newell Brands	Public	Household and Personal Products	\$10.59B	Newell Brands' beloved, planet friendly brands enhance and brighten consumers lives at home and outside by creating moments of joy, building confidence and providing peace of mind.		Become a consumer led, innovation powerhouse and growth engine that is a force for good and an amazing place to work, grow and thrive!	Truth, Transparency, Teamwork, Trust
Nike	Public	Retail Trade	\$44.54B		Bring inspiration and innovation to every athlete* in the world. * - if you have a body, you are an athlete.		Do the right thing Be on the offense always Serve athletes* Create the future of sport Win as a team
NRG Energy	Public	Energy	\$26.99B			Bringing more to those we serve. Our impact in the energy space is tangible. The starting point, always, is our customers and what they're striving to achieve—real paths to a brighter, sustainable future and more options for getting there with data, technology, and convenience. These are the drivers behind the range of solutions we deliver and the benefits they provide.	Safety and well-being. Customer focus. Collaboration. Accountability. Diversity, equity, and inclusion
Nucor	Public	Manufacturing	\$22.59B		Our challenge is to become the world's safest steel company. We live each day with gratitude for the families, customers and partners that make our work possible.		"Safety: We will be the safest company in the world. Teamwork: We build partnerships based on integrity and trust with every teammate, partner and customer to ensure mutual long-term success. Quality: We will be the highest quality, lowest cost, most productive team in the business. Strength: We maintain unmatched financial strength through a relentless focus on profitability. Environment: We are committed to the environment and our local communities."
ON Semiconductor	Public	Technology Hardware and Equipment	\$6.74B		We will push innovation to create intelligent power and sensing technologies that solve the most challenging customer problems. Our employees are inspired each day to increase stakeholder value through high-quality and high-value products and services.		Integrity - We mean what we say and we say what we mean. Our Company has set high standards for our products and individual conduct. Our reputation depends on the highest standards of ethical behavior. We are accountable for delivering our commitments on time with the highest quality. We address issues objectively, using facts and constructive feedback in a work atmosphere where we do not fear open discussion or questions. When a decision has been made, we work to support it. We comply with all legal requirements and hold ourselves to the highest standards of ethical conduct. Respect - We treat each other with dignity and respect. We share information and encourage different views in an open and honest environment. We draw out the best in each other, recognizing that diversity of backgrounds and experience are key strengths. We all win when we support each other. Initiative - We value people who demonstrate a positive, "can-do" attitude, while collaborating to win. We work intelligently, with a sense of urgency, while always maintaining our commitment to comply with applicable laws, regulations and standards. If a problem exists, we see it through to rapid resolution while acting in an ethical manner. Each of us is expected to demonstrate these core values in our roles at ON Semiconductor. These values apply equally to us all – employees and directors alike

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Oracle	Public	Software and Services	\$40.48B		Our mission is to help people see data in new ways, discover insights, unlock endless possibilities.		1. Integrity - We are honest and make responsible decisions. We speak up for what is right. 2. Customer satisfaction - Our customers are our top priority. We make every effort to understand their needs. 3. Mutual respect - We treat each other with respect and dignity. We value the unique contributions that each individual brings. 4. Quality - We strive for excellence. We hold ourselves to the highest possible standards and always try to improve. 5. Teamwork - We work together to make things the best they can be. We collaborate, share ideas, and give constructive feedback. 6. Fairness - We treat everyone we work with fairly. We do everything we can to make sure our decisions are free from bias. 7. Communication - We share knowledge effectively with one another. We respect the need for confidentiality regarding certain information. 8. Compliance - We comply with all laws, regulations, and policies that govern Oracle's business and our own actions. 9. Innovation - We welcome new ideas and dare to try new things. Problems are solved where creativity and technical expertise meet. 10. Ethics - We uphold the highest standards of moral behavior and we act ethically at all times.
Owens Corning	Public	Manufacturing	\$8.5B	Our purpose is our company's reason for existence. It reflects our heritage and explains the "why" driving our journey as a company. As our guiding star, our purpose is inherently aspirational. Perhaps no words describe the essence of our company more accurately than "our people and products make the world a better place." This speaks to what drives our day-to-day activities as well as the higher purpose that propels us – professionally and personally. This phrase is intentionally broad in nature to enable every one of our employees to see themselves within it and be proud to contribute to it.	Our mission provides focus to ensure that employees at all levels of our company have a clear understanding of the businesses we're in (and aren't in) – both today and into the foreseeable future. The phrase "to build a sustainable future through material innovation" leverages the dual meaning of several terms. "build" refers to the literal application of our products as well as the future we are building. "Sustainable" references both the enduring and responsible meanings of the word to describe our future-oriented activities. And "material" speaks to both the importance of our innovation efforts, as well as the manner in which we literally innovate materials to create valued product solutions.		"Caring We keep each other safe and healthy We offer an inclusive environment where diverse perspectives are valued and appreciated We actively support our communities and protect our environment Curious We challenge the status quo for greater impact and innovation We listen and learn from one another's different skill sets and experiences We relentlessly pursue solutions that exceed customer expectations Collaborative We work together in an open, transparent and respectful way We foster highly connected teams across the global enterprise We partner with our customers and other stakeholders to drive the best outcomes Committed We are accountable to deliver financial and operational results that outperform the market We empower our people to make decisions and act like owners We remain resilient to achieve our goals and best serve our purpose"
Patagonia	Private	Household and Personal Products	\$1.5B		Patagonia is in business to save our home planet		"Build the best product: Our criteria for the best product rests on function, repairability, and, foremost, durability. Among the most direct ways we can limit ecological impacts is with goods that last for generations or can be recycled so the materials in them remain in use. Making the best product matters for saving the planet. Cause no unnecessary harm: We know that our business activity—from lighting stores to dyeing shirts—is part of the problem. We work steadily to change our business practices and share what we've learned. But we recognize that this is not enough. We seek not only to do less harm, but more good. Use business to protect nature: The challenges we face as a society require leadership. Once we identify a problem, we act. We embrace risk and act to protect and restore the stability, integrity and beauty of the web of life. Not bound by convention: Our success—and much of the fun—lies in developing new ways to do things."
PayPal	Public	Software and Services	\$25.37B		Our mission is to democratize financial services to ensure that everyone, regardless of background or economic standing, has access to affordable, convenient and secure products and services to take control of their financial lives.	We believe access to affordable and convenient financial services should be a right for all rather than a privilege for the few. To achieve this, we are aligned across the company around one central vision: to make the movement and management of money as simple, secure and affordable as possible. As we democratize financial services, we can enable the hopes, dreams and ambitions of millions of people around the world.	Inclusion - Respect and value uniqueness and diversity of thought. We're talking everyone, everywhere, at all times, regardless of background, level or circumstance. Ideas are richer and execution is stronger when everyone feels included. Innovation - Create amazing experiences for our customers – whether merchant, consumer or the PayPal community. Think differently, look end-to-end and practice empathy by putting yourself in our customers' shoes. Collaboration - Work as a team, drive ownership and accountability, make decisions and get results. Foster trust, have integrity, champion each other and have each others' backs. Eradicate silos and win as a team. Wellness - Care for and actively support each other's well-being. Create a super energizing workplace that brings out the best in our employees by nourishing our mental, physical and emotional balance.

Organization Name	Category	Industry	Revenue (BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
Penske Automotive Group	Public	Retail Trade	\$25.55B		Deliver excellence to our customers, value to our stakeholders, and opportunity to our team members everywhere we operate	Be the most profitable and growth-oriented retail and commercial transportation services company everywhere we operate.	Exceed - Provide a superior customer experience that exceeds expectations and establishes trust and loyalty through honesty, transparency, and accountability; Excel - Deliver long-term value for our stakeholders through continuous improvement, organic growth, strategic acquisitions and increasing profitability; Encourage - Provide opportunities for team members to succeed in our organization by cultivating talent and rewarding achievement.
Pentair	Public	Utilities	\$3B	We inspire people to move, improve and enjoy life's essential resources for happier, healthier lives		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.
PepsiCo	Public	Food, Beverage, and Tobacco	\$79.47B		"Our mission: Create more smiles with every sip and every bite. For our consumers - by creating joyful moments through our delicious and nourishing products and unique brand experiences. For our customers - by being the best possible partner, driving game-changing innovation and delivering a level of growth unmatched in our industry. For our associates and our communities - by creating meaningful opportunities to work, gain new skills and build successful careers, and maintaining a diverse and inclusive workplace. For our planet - by conserving nature's precious resources and fostering a more sustainable planet for our children and grandchildren. For our shareholders - by delivering sustainable top-tier TSR and embracing best-in-class corporate governance."	Be the Global Leader in beverages and Convenient Foods by Winning with PepsiCo Positive (pep+).	"Faster - We'll grow faster by winning in the marketplace, being (even) more consumer-centric and expanding our investments. * We're broadening our portfolios with new foods and beverages. * We're strengthening our North American businesses. * We're accelerating our international expansion and focusing on "right to win" markets. Stronger - We'll become a stronger, more unified PepsiCo by transforming our capabilities and costs, and by using new technologies to our advantage. * We're managing our costs so we can reinvest and win in the marketplace. * We're developing and scaling our core capabilities through advanced technology. * We're investing in talent and creating an inclusive workplace culture. Better - We'll do even more for our planet and communities by integrating a sense of purpose into our business strategy. * We're using our global reach and expertise in areas where we can make the biggest environmental impact: Agriculture, Water, Packaging, Products, Climate Change and People."
Pfizer	Public	Pharmaceuticals, Biotechnology, and Life Sciences	\$81.29B	To deliver breakthroughs that change patients' lives.		We're in relentless pursuit of scientific breakthroughs and revolutionary medicines that will create a healthier world for everyone.	Courage - breakthroughs start by challenging convention, especially in the face of uncertainty or adversity. This happens when we think big, speak up and are decisive. Excellence - We can only change patients' lives when we perform at our best together. This happens when we focus on what matters, agree who does what and measure our outcomes. Equity - We believe that every person deserves to be seen, heard and cared for. This happens when we are inclusive, act with integrity and reduce health care disparities. Joy - We give ourselves to our work, but it also gives to us. We find joy when we take pride, recognize one another and have fun.
Plan International	Nonprofit	Non Profit	\$0.61B	We strive for a just world that advances children's rights and equality for girls. We engage people and partners to: Empower children, young people and communities to make vital changes that tackle the root causes of discrimination against girls, exclusion and vulnerability; Drive change in practice and policy at local, national and global levels through our reach, experience and knowledge of the realities children face; Work with children and communities to prepare for and respond to crises and to overcome adversity; Support the safe and successful progression of children from birth to adulthood.	We have worked with children, young people and communities for over 80 years and are committed to making a lasting impact on the lives of the most vulnerable and excluded children while supporting children's rights and gender equality.		WE ARE OPEN AND ACCOUNTABLE - We create a climate of trust inside and outside the organization by being open, honest and transparent. We hold ourselves and others to account for the decisions we make and for our impact on others, while doing what we say we will do. WE STRIVE FOR LASTING IMPACT - We strive to achieve significant and lasting impact on the lives of children and young people, and to secure equality for girls. We challenge ourselves to be bold, courageous, responsive, focused and innovative. WE ARE INCLUSIVE AND EMPOWERING - We respect all people, appreciate differences and challenge inequality in our programmes and our workplace. We support children, girls and young people to increase their confidence and to change their own lives. We empower our staff to give their best and develop their potential. WE WORK WELL TOGETHER - We succeed by working effectively with others, inside and outside the organization, including our sponsors and donors. We actively support our colleagues, helping them to achieve their goals. We come together to create and implement solutions in our teams, across Plan International, with children, girls, young people, communities and our partners. VALUES- BASED LEADERSHIP, PEOPLE AND CULTURE - Our shared values and behaviours are our guiding principles for how we work and interact with others. They help to foster a culture of openness, accountability and transparency which allows innovation, experimentation and continuous learning. Our values are at the heart of everything we do. Only by defining a common set of values that are important to us – and that we also want to see in our partners – can we deliver on our shared aspirations. If we are to work towards fulfilling our new purpose, it is critical that we understand the behaviours we have to demonstrate to get us there.

Organization Name	Category	Industry	Revenue (BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
PPG Industries	Public	Manufacturing	\$16.8B		Act with integrity at all times and be true to our values and ethics. Deliver consistent sales and earnings growth. Develop innovative products to meet future needs. Work safely, protect the environment and support the communities where we operate. Achieve superior shareholder returns.	To be the world's leading coatings company by consistently delivering high-quality, innovative and sustainable solutions that customers trust to protect and beautify their products and surroundings.	"Dedication to the customer: We are in business to serve customers. We focus on our markets and dedicate ourselves to meeting the products and services needs of our customers. Respect for the dignity, rights and contributions of employees: We operate safe, healthful and harassment-free workplaces that value diversity, promote teamwork and reward performance. We develop our people through continuous learning, creating an environment where opinions are expressed and respected. Recognition of the concerns and needs of society: PPG recognizes its responsibility to preserve and protect the global environment in which the company operates. To this end, we run our businesses using sound environment, health, safety and product stewardship practices, while providing product solutions that reduce energy consumption and minimize environmental impact. We communicate with the public, participate in governmental processes, and support local communities. Value of supply chain relationships: We leverage supplier competencies and develop relationships that focus on mutual, continuous improvement and a shared responsibility to meet our customer requirements. Responsibility to shareholders: We are a performance-focused company committed to the stewardship of the corporation and to delivering returns to PPG's owners."
Principal Financial Group	Public	Finance and Insurance	\$14.26B	To give you the financial tools, resources and information you need to live your best life.	Our mission is to provide you with investment solutions that deliver successful outcomes, not simply returns.		Integrity. Commitment. Best-in-class service.
Procter & Gamble	Public	Household and Personal Products	\$76.11B	We will provide branded products and services of superior quality and value that improve the lives of the world's consumers, now and for generations to come. As a result, consumers will reward us with leadership sales, profit and value creation, allowing our people, our shareholders and the communities in which we live and work to prosper.	Making every day more than ordinary. Our brands are trusted in millions of living rooms, kitchens, laundry rooms, and bathrooms—and have been passed down from generation to generation. We are the people behind the brands you trust, and we're committed to making peoples' lives better in small but meaningful ways, every day.	We believe in finding small but meaningful ways to improve lives—now and for generations to come.	Integrity - We always try to do the right thing. We are honest and straightforward with each other. We operate within the letter and spirit of the law. We uphold the values and principles of P&G in every action and decision. We are data-based and intellectually honest in advocating proposals, including recognizing risks Leadership - We are all leaders in our area of responsibility, with a deep commitment to delivering leadership results. We have a clear vision of where we are going. We focus our resources to achieve leadership objectives and strategies. We develop the capability to deliver our strategies and eliminate organizational barriers. Ownership - We accept personal accountability to meet our business needs, improve our systems and help others improve their effectiveness. We all act like owners, treating the Company's assets as our own and behaving with the Company's long-term success in mind. Passion for Winning - We are determined to be the best at doing what matters most. We have a healthy dissatisfaction with the status quo. We have a compelling desire to improve and to win in the marketplace. Trust - We respect our P&G colleagues, customers and consumers, and treat them as we want to be treated. We have confidence in each other's capabilities and intentions. We believe that people work best when there is a foundation of trust.
Prudential Financial	Public	Finance and Insurance	\$65.1B		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: We keep our promises and are committed to doing business the right way. Customer Focused: We provide quality products and services that meet our customers' needs. Respect for Each Other: We are inclusive and collaborative, and individuals with diverse backgrounds and talents can contribute and grow. Winning with Integrity: We are passionate about becoming the unrivaled industry leader by achieving superior results for our customers, shareholders, and communities."
PSI (Population Services International)	Nonprofit	Non Profit	\$0.49B		PSI's mission is to make it easier for all people to lead healthier lives and plan the families they desire.	With over 50 years of insights, PSI reimagines how to bring quality healthcare closer to those who need it most.	MEASUREMENT - Evidence, research, metrics and evaluation inform our choices. PRAGMATISM - We strive for excellence, but useful and timely are better than perfect. HONESTY - We act with integrity, share what we achieve, and admit when we fail. COLLABORATION - Active partnering drives impact. TRUST - We have confidence in our people to make good decisions. COMMITMENT - We build local capacity and programs that last.
Renewable Energy Corp	Private	Energy	\$3.24B	Creating compelling value for: Society; Our ecosystem; Employees; Customers; Stakeholders	Our mission is what drives each of us every day. We are committed to: Sustainability; Accelerating the transition to renewable clean energy; Producing clean, sustainable fuels and making them readily available to customers; Vigorously growing a financially sustainable company		SAFETY – Always; INTEGRITY – Honest, fair and transparent; HUMANITY – Authentic, respectful and caring; DRIVING RESULTS, THE REG WAY - Collaboration; Innovation; Dedicated and passion; Effectiveness – intelligent, focused and reliable delivery

Organization Name	Category	Industry	Revenue (BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
Research Triangle Institute	Nonprofit	Non Profit	\$0.92B		We are an independent nonprofit research institute dedicated to improving the human condition	Our vision is to address the world's most critical problems with science-based solutions in pursuit of a better future. Clients rely on us to answer questions that demand an objective and multidisciplinary approach—one that integrates expertise across the social and laboratory sciences, engineering, and international development. Combining scientific rigor and technical proficiency, we deliver reliable data, thorough analysis, innovative methods, novel technologies, and sustainable programs that help clients inform public policy and ground practice in evidence. We scale our approach to fit the demands of each project, delivering the power of a global leader and the passion of a local partner.	
Ruan	Private	Transportation and Warehousing	\$2B		To empower the best team in logistics to deliver exceptional experiences that create value for our partners.		PEOPLE FIRST - We care about and respect each other; We value teamwork; We value team member contributions. SAFETY FOCUS - We are driven by safety; We comply with all safety standards; We prepare to be safe. EXCEPTIONAL PERFORMANCE - We take ownership; We act with a sense of urgency; We are responsible for our results. CUSTOMER SATISFACTION -We develop strong partnerships; We apply expertise to create value; We deliver on our commitments. CONTINUOUS IMPROVEMENT - We embrace change; We support learning and development; We value innovation and working smarter.
Ryder	Public	Transportation and Warehousing	\$9.66B		At Ryder, our mission is to provide innovative supply chain and fleet solutions that are reliable, safe and efficient, enabling our customers to deliver on their promises.	At Ryder, our vision is to bring compelling value through outsourcing.	Ryder's people embody our core values of trust, innovation, collaboration, expertise, and safety.
Samsung	Public	Technology Hardware and Equipment	\$197.69B		1. Supporting people to be their best on the basis of human resources & technologies. 2. Create the best products and services. 3. Contribute to society	Inspire the World, Create the Future.	1. We comply with laws and ethical standards. 2. We maintain a clean organizational culture. 3. We respect customers, shareholders and employees. 4. We care for the environment, safety and health. 5. We are a socially responsible corporate citizen.
Save the Children Federation	Nonprofit	Non Profit	\$0.78B		Save the Children believes every child deserves a future. In the United States and around the world, we work every day to give children a healthy start in life, the opportunity to learn and protection from harm. When crisis strikes and children are most vulnerable, we are always among the first to respond and the last to leave. We do whatever it takes for children - every day and in times of crisis - transforming their lives and the future we share.		Accountability , Integrity, Ambition, Collaboration, Creativity
Science Applications International	Public	Software and Services	\$7.39B	Advance the power of technology and innovation to serve and protect our world.	Partner to transform government, enhancing our nation and citizens' lives, through innovative solutions powered by diverse talent and technology.	Powering and advancing the future of government.	Passion: Love What You Do; Innovation - Think Courageously; Inclusion - Embrace Differences; Integrity: Be Real; Empowerment - Decide and Act.
Silicon Valley Community Foundation	Nonprofit	Non Profit	\$1.71B		Silicon Valley Community Foundation is a comprehensive center of philanthropy. Through visionary leadership, strategic grant making and world-class experiences, we partner with donors to strengthen the common good locally and throughout the world.	Silicon Valley Community Foundation advances innovative philanthropic solutions to challenging problems, engaging donors to make our region and world a better place for all.	COURAGE - We tackle the toughest challenges. We speak up and take risks to fight for justice, equity and lasting systemic change. COLLABORATION - We partner with people everywhere. We learn from and work with each other, our community and nonprofit partners and donors to achieve positive impact. INCLUSION - We elevate diverse voices. We are most impactful when our organization and our work include people from varied backgrounds, opinions and perspectives. RESPECT - We listen deeply and treat each other with kindness. We ask for and seek to understand the ideas of those we serve. ACCOUNTABILITY - We take responsibility. We expect transparency and accountability from ourselves and the social systems we seek to improve.

Organization Name	Category	Industry	Revenue (BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
Smithsonian Institution	Nonprofit	Non Profit	\$1.6B	The increase and diffusion of knowledge.		By 2022, the Smithsonian will build on its unique strengths to engage and to inspire more people, where they are, with greater impact, while catalyzing critical conversation on issues affecting our nation and the world.	
Snapchat	Public	Software and Services	\$4.2B		Snapchat is an app that empowers people to express themselves, live in the moment, learn about the world, and have fun together. It's the easiest and fastest way to communicate the full range of human emotions with your friends without pressure to be popular, pretty, or perfect.		"Customer Focus: We do what is right for our customer, Snap, and our team, respectively. Positive and successful teams commit to the mission and to each other. Instead of serving themselves, they serve one another. Execution: We focus on the key inputs and deliver them with the right quality and in a timely fashion. We never settle. Ideas are easy, execution is everything. Craftsmanship: The care we put into our work is what delights our customers and makes them love Snap. Fast and good are not mutually exclusive. We are curious and always seek to learn and improve our skills. Creativity: Software engineering is a creative process. While our key metrics are vital in how we manage our business, sometimes the right solution can't be achieved just by optimizing metrics. We take risks and don't let set backs derail our pursuit of innovation. We learn from our customers, iterate early and often and learn from our mistakes. Accountability: We understand how our work impacts others and we own our mistakes. We write code with the future reader and maintainer in mind and realize a project is not finished when shipped: 80% of execution happens post-launch. Empathy: We assume the most favorable interpretation and give the benefit of doubt, listening and seeking to understand why people have the positions they do in order to come to the best conclusions. When we disagree, we are respectful and humble towards each other. We create a safe and inclusive workplace and embrace different thoughts, people and backgrounds which allows each of us to be uniquely ourselves. Diversity makes us better. Integrity: We are consistent between our words and actions, regardless of the situation or audience. We are not afraid to speak up or disagree. Once the decision is made, we commit to its success fully even if the decision wasn't what we wanted. Audacity: Thinking small is a self-fulfilling prophecy. We create bold objectives that inspire results."
Southwest Airlines	Public	Aerospace & Defense	\$22.43B	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 - Have a strong work ethic. Take initiative. Be accountable. Integrity - Act like an owner. Choose to do right. Be courageous. Humility - Don't take yourself too seriously. Keep perspective. Don't be a jerk. Teamwork - Practice civility. Embrace Team over self. Be inclusive. Honesty - Speak up. Be transparent. Tell the truth. Service with LUV - Practice Hospitality. Live by The Golden Rule. Don't be rude. Efficiency - Don't make the easy hard. Keep costs low. Stay agile. Discipline - Be safe. Be focused. Be reliable. Excellence - Get results. Win the right way. Kick tail. "
SPX FLOW	Public	Manufacturing	\$1.507B		Creating infrastructure solutions for a smarter, more productive future.	"We deliver highly valued products, services, and solutions to the world based on a deep understanding of our customers' needs. Our businesses are leaders in their respective markets, our teams are collaborative and agile, and together we achieve sustainable growth and exceptional results."	"Integrity: Do what's right, the right way. Both the "what" and the "how" matter. Accountability: Take ownership. Create understanding and develop solutions by communicating with data and transparency. Excellence: Exceed customer expectations through active engagement, relentless focus, and a passion for innovative solutions. Drive constant improvement in everything we do. Team Work : Engage. Have fun. Make others successful. Our strongest asset is the power of "we". Results: Make an impact. Focus on what matters. Deliver on commitments."

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St. Jude Children's Research Hospital	Nonprofit	Non Profit	\$4.21B		The mission of St. Jude Children's Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Consistent with the vision of our founder Danny Thomas, no child is denied treatment based on race, religion or a family's ability to pay.		"Always recognize that advancing treatment for children with catastrophic diseases is at the center of everything we do. This is why we exist. It's what we do. Do what is right; take ownership of what you do. We know what is right. It's up to us to own our actions—and do what is right. Work with purpose and urgency—your efforts matter. Every role in our institution contributes to our mission. Every moment, every decision and every idea matter. Embrace the challenge to create a new tomorrow. Every person on our campus has something to contribute to our mission. Even during change and growth, keep sight of the power you have to influence and ignite the work around you. Work collaboratively and help others to succeed. True success doesn't happen on an individual basis. It requires all of us supporting and inspiring one another to reach new heights. Always be respectful of your coworkers, our patients and their families, and visitors to our campus. We share St. Jude with the world. This includes the diversity of backgrounds, perspectives and journey of every person who is a part of our campus. We are inclusive and we realize that we are stronger when all are valued. Make the most of St. Jude resources, and be mindful of those who provided them. The support for our institution is incredible. It allows us to charge into frontiers that other can only imagine. And it's possible because of tens of thousands of people who trust us to be good stewards of their donations. We must be diligent to make their contributions count in every way possible."
Starbucks	Public	Food, Beverage, and Tobacco	\$26.51B		To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.		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.
State Farm Insurance	Public	Finance and Insurance	\$82.22B		To help people manage the risks of everyday life, recover from the unexpected and realize their dreams.	Our vision for the future is to be the customer's first and best choice in the products and services we provide. We will continue to be the leader in the insurance industry and we will become a leader in the financial services arena. Our customers' needs will determine our path. Our values will guide us.	We are people who make it our business to be like a good neighbor; who built a premier Company by selling and keeping promises through our marketing partnership; who bring diverse talents and experiences to our work of serving the State Farm customer. Our success is built on a foundation of shared values – quality service and relationships, mutual trust, integrity and financial strength.
Sysco	Public	Accommodation and Food Services	\$52.89B	Connecting the world to share food and care for one another.	Delivering success for our customers through industry-leading people, products and solutions.		Rooted in Integrity. Committed to Inclusion. Drive Together. Define Excellence. Grow Responsibly
Target	Public	Retail Trade	\$106.B	To help all families discover the joy of everyday life.			"Inclusivity: We value diverse voices and approaches. We act with authenticity and respect. We create equitable experiences for all. Connection: We build trusted relationships. We collaborate across business functions. We recognize and celebrate progress. Drive: We do what is right for Target, our team & guests. We deliver results that matter. We continually learn by valuing progress over perfection."
TD SYNNEX	Public	Software and Services	\$31.61B	We empower our global partners to achieve great outcomes with technology.	We deliver compelling technology solutions to a dynamic global marketplace. Intent on the success of our partners, shareholders and each other, we hold ourselves to the highest standards and deliver excellence every day.	To connect the global IT ecosystem and unlock its potential for all.	1. Inclusion - Your voice matters. With diverse backgrounds, expertise and experiences, our co-workers make us who we are. When we seek to understand one another and recognize the power of the individual, we demonstrate respect and dignity; we learn, evolve and unlock potential to achieve outstanding results for our customers and win together. This broad perspective is integral to our commitment to diversity, equity and inclusion. 2. Collaboration - We amplify strengths. We meet the ever-evolving demands of our customers and the marketplace by bringing out the best in our people and our partners across every aspect of the supply chain. When we leverage our collective expertise, listen well, support and inspire each other we do more than achieve our goals – we do great things. 3. Integrity - Character counts. Acting with honesty, transparency, respect and fairness builds trust. Trust fosters the entrepreneurial spirit and is a catalyst for innovation that drives outstanding results for our customers. When we hold each other accountable to the highest standards, we create an open and honest environment that fosters creative ideas and brings value to our customers, vendors and each other. 4. Excellence - We win. We deliver value to our customers and vendors through our strong work ethic and our commitment to excellence. We proactively seek opportunities and address challenges. We adapt quickly and execute confidently to maximize results for our partners and our business. When we embrace a driven mindset, the strengths of individual ownership and collaboration come together naturally, learning embeds itself in the process and we deliver meaningful experiences everywhere.

Organization Name	Category	Industry	Revenue (BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
Tenet Healthcare	Public	Health Care and Social Assistance	\$19.49B		Our Mission is to provide quality, compassionate care in the communities we serve. Creating an ethos of good health, wellness and responsibility is central to our mission and an everyday commitment to our neighbors and families.	Our Vision is to consistently deliver the right care, in the right place, at the right time and to be a premier organization to work, where patient care and saving lives remain our focus. Our vision reflects our aspirations for the future and the goals we work toward together. It provides hope of what's to come, including how we have the opportunity to participate in some of the most important moments in our patients' lives and continue to improve the way care is delivered.	"Our Values define who we are, what we stand for and what we CARE about: 1. Compassion and respect for others and each other, supporting our communities and advocating for our patients. 2. Acting with integrity and the highest ethical standards – always. 3. Results delivered through accountability and transparency. 4. Embracing inclusiveness for all people in our workplace and in the communities we serve"
Tesla	Public	Automobiles and Components	\$24.58B		To accelerate the world's transition to sustainable energy.		
Texas Instruments	Public	Technology Hardware and Equipment	\$23.06B		Our passion to create a better world by making electronics more affordable through semiconductors is alive today as each generation of innovation builds upon the last to make our technology smaller, more efficient, more reliable and more affordable – opening new markets and making it possible for semiconductors to go into electronics everywhere		Trustworthy - We start by being trustworthy. We act with integrity and do the right thing, every time. We operate in a socially responsible way. Being trustworthy is foundational for us as a company and as individuals. Inclusive - We thrive by being inclusive. We create an environment that unlocks everyone's potential, where we treat one another with respect, value our differences, and are encouraged to put our thoughts and ideas on the table. Innovative - We win by being innovative. We imagine new technologies that produce compelling products, open new markets and improve our competitiveness. We are curious, persistent and determined to overcome barriers. Competitive - We embrace a competitive world. We hate to lose, so we continuously challenge ourselves to perform at our best. We invest in the best opportunities for sustainable growth. To stay competitive, we attract, develop and retain the best people. Results-oriented - We are results-oriented and hold ourselves accountable. Our customers have choices, and we act with urgency and deliver on our commitments. We improve our performance every day to help our customers succeed.
The Andersons Inc.	Public	Agriculture, Forestry, Fishing and Hunting	\$12.79B		We firmly believe that our company is a powerful vehicle through which we channel our time, talent, and energy in pursuit of the fundamental goal of serving God by serving others. Through our collective action, we greatly magnify the impact of our individual efforts to: <ul style="list-style-type: none"> <li>• Provide extraordinary service</li> <li>• Help each other improve</li> <li>• Support our communities</li> <li>• Increase the value of our company</li> </ul>	TO BE THE MOST NIMBLE AND INNOVATIVE NORTH AMERICAN AG SUPPLY CHAIN COMPANY	
The Global Fund	Nonprofit	Non Profit	\$6.95B		"To attract, leverage and invest additional resources to end the epidemics of HIV, tuberculosis and malaria, reduce health inequities and support attainment of the Sustainable Development Goals."	"A world free of the burden of AIDS, tuberculosis and malaria with better, equitable health for all."	Integrity, Duty of Care, Accountability, Dignity and Respect.

Organization Name	Category	Industry	Revenue (BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
The Nature Conservancy	Nonprofit	Non Profit	\$1.055B		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.	<p>"Integrity beyond Reproach: We will meet the highest ethical and professional standards in all of our organizational endeavors and, in doing so, we hold ourselves accountable to our mission and to the public. Be honest at all times. Be accountable to each other, to the mission, to our donors, members, partners, and to the public (Read our Privacy Policy). Earn trust by building relationships, being competent, and following through on all of our commitments</p> <p>Respect for People, Communities, and Cultures: Enduring conservation success depends on the active involvement of people and partners whose lives and livelihoods are linked to the natural systems we seek to conserve. We respect the needs, values and traditions of local communities and cultures, and we forge relationships based on mutual benefit and trust. Demonstrate respect by committing to local, on the ground involvement with people, communities and cultures, and with awareness and sensitivity to their economic realities. Treat our partners and colleagues with fairness and honesty. Work collaboratively with all sectors of society, including Indigenous Peoples, to develop practical conservation solutions.</p> <p>Commitment to Diversity: We recognize that conservation is best advanced by the leadership and contributions of people of widely diverse backgrounds, experiences and identities. We will recruit and develop staff to create a diverse, inclusive and equitable organization that reflects our global character and: Leverage our differences to be more effective in achieving our mission. Respect and learn from our variety of experiences and ways of thinking. Create a day to day workplace climate that welcomes and encourages each of us, valuing the contributions of all. Strengthen the diversity of our workforce, trustees, and board.</p> <p>One Conservancy: Our strength and vitality lie in being one organization working together in local places and across borders to achieve our global mission. We value the collective and collaborative efforts that are so essential to our success. Work across all of our operations to implement and support the right strategies, at the right scales, and at the right places always with the greater good of our mission in mind. Act with continuity of purpose in everything we do, from the focus of our conservation efforts to the allocation of our resources</p> <p>Celebrate individual, team and project success as the success of all who work for TNC</p> <p>Tangible, Lasting Results: We use the best available science, a creative spirit, and a non-confrontational approach to craft innovative solutions to complex conservation problems at scales that matter and in ways that will endure. Develop, analyze and use the best available conservation science and a science-based rigor to set priorities, make decisions, take action, and measure results. Use a creative spirit and original thought in the pursuit of excellence. Conduct our business in an environmentally sensitive manner"</p>
The Task Force for Global Health	Nonprofit	Non Profit	\$2.1B		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.	<p>"Collaboration – We believe that partnerships are essential, and that organizations working together have a much greater impact.</p> <p>Global Health Equity and Social Justice – We work to provide all people, especially the world's poor, with opportunities to lead healthy, productive lives.</p> <p>Stewardship – We pride ourselves in the wise and judicious management of the resources entrusted to us.</p> <p>Consequential Compassion – We link compassion to effective actions by being aware of the suffering of others, understanding the causes of that suffering, and engaging in informed actions to alleviate it."</p>
The Walt Disney Company	Public	Media and Entertainment	\$65.388B		The mission of The Walt Disney Company is 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.		
TMC Transportation	Private	Transportation and Warehousing	\$0.977B		To be recognized as the standard-bearer of quality performance in flatbed transportation. We will accomplish this by searching out the very best people, training them in the fundamentals of quality and empowering them to develop innovative techniques focused on customer satisfaction. Emphasis will be placed on continuous process improvement in all measurable aspects of our business.		The life values of TMC's founder Harrold Annett are the driving force behind the TMC philosophy. His dedication to honest, hard work and his unyielding commitment to excellence are the core values that we live by. We take great pride in TMC and it shows in everything we do. There is a TMC way of doing things and these fundamental beliefs have guided us for more than 40 years.

Organization Name	Category	Industry	Revenue ( BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
Transamerica	Private	Finance and Insurance	\$6.8B	To help people achieve a lifetime of financial security.		We believe Wealth + Health are undeniably linked, and that living well tomorrow starts with the habits we form today. Our passion is using this link between wealth and health to optimize how we help people plan for the future. The reason is simple: without health, wealth is harder to achieve and maintain. And we want to help them add years to their lives, as well as life to their years.	
Travelcenters of America	Public	Retail Trade	\$7.34B		Return every traveler to the road better than they came.	Lead how America's highway travelers refresh, refuel, repair.	Welcoming, Empathetic, Integrity, Openness, Team Player
Twitter	Public	Media and Entertainment	\$3.459B	We serve the public conversation.			Promoting health - Freedom of speech is a fundamental human right – but freedom to have that speech amplified by Twitter is not. Our rules exist to promote healthy conversations; Earning people's trust - Twitter is what's happening. To stay reliable and credible, we must always be earning your trust; Making it straightforward - Simple is good, but straightforward is better. Our product, our behavior, and our work habits should all be transparent and to the point; Uniting profit and purpose - Twitter is a purpose-driven company that does good; being fast, free, and fun - We should move fast, feel free to be ourselves, and have fun. That's Twitter.
U.S. Bancorp	Public	Banking	\$23.76B	We invest our hearts and minds to power human potential	Look with us into the future of banking. Our goals are straightforward. We will focus on adding value for our customers and making the necessary investments to ensure long-term success – and we will do it simply, efficiently and effectively. We are taking advantage of opportunities on many fronts to further establish ourselves as a leader in the financial services industry. We are well-positioned to make the right moves to accelerate our growth, and we have a strong team to make it possible.		We do the right thing. We power potential. We draw strength from diversity. We stay a step ahead. We put people first.
Uber	Public	Transportation and Warehousing	\$14.15B		We reimagine the way the world moves for the better.		Bring the mindset of a champion. Make magic in the marketplace. We care. Safety never stops. Know the details that matter. Bet on something bigger. Diversity makes us stronger. Do the right thing.
Ulta beauty	Public	Retail Trade	\$7.39B		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.

Organization Name	Category	Industry	Revenue ( BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
UN - United Nations	Governmental	Governmental - Global & Multilateral	\$62.2B	The Purposes of the United Nations are: To maintain international peace and security, and to that end: to take effective collective measures for the prevention and removal of threats to the peace, and for the suppression of acts of aggression or other breaches of the peace, and to bring about by peaceful means, and in conformity with the principles of justice and international law, adjustment or settlement of international disputes or situations which might lead to a breach of the peace; To develop friendly relations among nations based on respect for the principle of equal rights and self-determination of peoples, and to take other appropriate measures to strengthen universal peace; To achieve international co-operation in solving international problems of an economic, social, cultural, or humanitarian character, and in promoting and encouraging respect for human rights and for fundamental freedoms for all without distinction as to race, sex, language, or religion; and, To be a centre for harmonizing the actions of nations in the attainment of these common ends.		One place where the world's nations can gather together, discuss common problems and find shared solutions.	"Integrity Respect for Diversity Professionalism"
Unbounce	Private	Commercial and Professional Services	\$0.025B	To help people and businesses grow in a smarter way: methodically, sustainably, and ethically.			"Courage: From getting on stage to speak in front of 1,000 other marketers, to leading a project for the very first time—every Unbounce takes bold risks in pursuit of growth and opportunity. Ambition: Whether we're going after our big hairy audacious goals, or just competing in a friendly tournament of Mario Kart—we are always driven to achieve our full potential. Being Real: If one of us gives you the world's most enthusiastic high-five, you'll know you deserve it. We do what we say and are open about what we do. Empathy: We don't just send pizza to hungry marketers who have to work late. We have deep compassion and respect for all of our teammates, partners, and customers. Diversity: Many different backgrounds and experiences make up the Unbounce team. We enrich our work with diverse perspectives to help us make better decisions and learn from one another."
UNESCO - United Nations Educational, Scientific and Cultural Organization	Governmental	Governmental - Global & Multilateral	\$0.66B		"Our mission since 1945 is to build peace through international cooperation as it is the only way to build bridges between nations. Therefore, as a laboratory of ideas, UNESCO seeks to offer a broad range of expertise in the fields of Education, the Sciences and Culture. UNESCO's mission is to contribute to the building of a culture of peace, the eradication of poverty, sustainable development and intercultural dialogue through education, the sciences, culture, communication and information. "		

Organization Name	Category	Industry	Revenue (BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
UNICEF - United Nations International Children's Emergency Fund	Governmental	Governmental - Global & Multilateral	\$8.57B		UNICEF is mandated by the United Nations General Assembly to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential. UNICEF is guided by the Convention on the Rights of the Child and strives to establish children's rights as enduring ethical principles and international standards of behaviour towards children. UNICEF insists that the survival, protection and development of children are universal development imperatives that are integral to human progress. UNICEF mobilizes political will and material resources to help countries, particularly developing countries, ensure a "first call for children" and to build their capacity to form appropriate policies and deliver services for children and their families. UNICEF is committed to ensuring special protection for the most disadvantaged children – victims of war, disasters, extreme poverty, all forms of violence and exploitation, and those with disabilities. UNICEF responds in emergencies to protect the rights of children. In coordination with United Nations partners and humanitarian agencies, UNICEF makes its unique facilities for rapid response available to its partners to relieve the suffering of children and those who provide their care. UNICEF is non-partisan and its cooperation is free of discrimination. In everything it does, the most disadvantaged children and the countries in greatest need have priority. UNICEF aims, through its country programmes, to promote the equal rights of women and girls and to support their full participation in the political, social and economic development of their communities. UNICEF works with all its partners towards the attainment of the sustainable human development goals adopted by the world community and the realization of the vision of peace and social progress enshrined in the Charter of the United Nations.	UNICEF works in the world's toughest places to reach the most disadvantaged children and adolescents – and to protect the rights of every child, everywhere.	Care, respect, integrity, trust, accountability
Union Pacific	Public	Transportation and Warehousing	\$21.8B	The people of Union Pacific deliver North America's safest, most reliable and most efficient supply chain solutions.		Build America for all generations by connecting our nation's businesses and communities to each other and the world.	Passion for Performance: Passion, determination and expertise drive our safety, customer experience and financial results. High Ethical Standards: Our reputation will always be a source of pride for our employees and a bond with our customers, shareholders and communities. Work as a Team: We work together, embrace diversity and create opportunity for all. We promote an inclusive environment where people from varied backgrounds can be their best, reflect the communities where we live and work, and deliver a competitive advantage.
United Fire Group	Public	Finance and Insurance	\$1.07B		Work together as one to achieve superior operational and financial performance, always striving to deliver on our promises: TO EMPLOYEES   A PROMISE OF SUCCESS - Our mission is to foster a culture of inclusion and empowerment, with paths to success available for all through career development, continuous learning, leadership opportunities and work-life balance. TO POLICYHOLDERS   A PROMISE OF PROTECTION - Our mission is to ensure businesses are financially prepared to overcome losses with our trustworthy insurance protection and services. TO AGENTS   A PROMISE OF OPPORTUNITY - Our mission is to create simple solutions for doing business with us, providing rewarding partnerships with opportunities for profitable growth. TO SHAREHOLDERS   A PROMISE OF VALUE - Our mission is to make strategic decisions to continually improve our operational and financial performance, building long-term value in our stock. TO COMMUNITIES   A PROMISE OF SUPPORT - Our mission is to enhance the communities where we live and work by supporting local education, community and human services organizations through corporate sponsorship and employee volunteerism.	To always deliver on our promises.	SERVICE THAT EXCEEDS EXPECTATIONS - We have a responsibility to provide gold-standard service in all its forms – service to agents, policyholders, claimants and to one another. By applying compassionate, person-centered attention to every encounter, we aspire to reach a level of service that's unparalleled. PARTNERSHIPS THAT ARE MUTUALLY BENEFICIAL - We believe insurance is a people business and that means we appreciate the value of trusted partnerships. Whether independent agents, policyholders or claimants, we balance a human touch with automation to meet the diverse needs of the people who count on us. INNOVATION OF OUR PRODUCTS AND SERVICES - We embrace strategic innovations that lead to consistent, unified success. We focus on positive outcomes through collaboration and a transparent culture of accountability. RESPECT FOR ONE ANOTHER - We treat fellow employees with respect and an appreciation for each person's background and unique skill sets. Every role contributes to the company's overall success. Every voice is important. Every idea is welcome and heard. INTEGRITY IN EVERY ACTION WE TAKE - We ethically approach each business interaction with the utmost integrity. We always assume good intent and value honest, respectful communications that inspire us to be great today and even better tomorrow. TRUST AT THE HEART OF EVERY PROMISE - We build a foundation of trust with every promise fulfilled, empowering people to succeed, businesses to prosper and communities to thrive.

Organization Name	Category	Industry	Revenue (BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
United Rentals	Public	Construction	\$9.72B	To build a better future together.	Deploy the best people, equipment and solutions to enable our customers to safely build a better and stronger future.		"Safety First - Act, and require others to act, in a manner that puts the safety of our employees, customers and communities first. A Passion For People - Provide an environment where everyone has the resources and support to work towards their full potential. Diversity, Equity, and Inclusion - Maintain an engaging workplace where individuals from a wide range of cultures, backgrounds, experiences and perspectives can work together and thrive. Visible Leadership - Lead by example in every business decision and action, with a sense of humility and responsibility. Customer-Driven - Support the best interests of our customers and develop better ways for them to succeed at their jobs. Absolute Integrity - Always do the right thing, honor commitments and ensure appropriate corporate governance. Community-Minded - be an outstanding corporate citizen and a good neighbor in every sense by being helpful, respectful, law-abiding and friendly. Continuous Innovation - Contribute to a culture of innovative thinking that empowers employees to improve quality, efficiency and customer service. Sustainability - Engage in practices that lead to positive change by encouraging social accountability and environmental responsibility."
United Way Central Iowa	Nonprofit	Non Profit			Improve Lives by Uniting The Caring Power of Community	"Engage Community to Empower All United Way envisions a community where all individuals and families have the opportunity to thrive through the five elements of a thriving community: Essential Needs Early Childhood Success Education Success Economic Opportunity Health & Well-being"	"Compassion Integrity Community Engagement Responsiveness Striving for Excellence"
United Way Worldwide	Nonprofit	Non Profit	\$5.2B	We are focused on creating community-based and community-led solutions that strengthen the cornerstones for a good quality of life: education, financial stability and health.	United Way improves lives by mobilizing the caring power of communities around the world to advance the common good.	We envision a world where every community is a strong one, with jobs that pay a livable wage, good schools and a healthy environment. Around the world, we engage people and organizations in innovative solutions that are transforming that vision into reality.	
UnityPoint Health	Private	Health Care and Social Assistance	\$4.61B		Our core purpose—improve the health of the people and communities we serve—hasn't changed in decades, and that's intentional.	Best outcome, every patient, every time: these words consistently guide our future aspirations, approach decision-making and courses of action.	Foster Unity, Own the Moment, Champion Excellence, Seize Opportunities.
Unum	Public	Finance and Insurance	\$12B		To help protect people financially when they're injured or ill and need it most.	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 - We're an organization built on openness, trust, professionalism, respect for others and, above all, integrity. Commitment - We have obligations to our key stakeholders, including claimants, brokers, employers, employees, regulators and shareholders, and we strive to deliver on those commitments. Accountability - We're proud of what we do, we accept responsibility for our actions, and we learn from our experiences."
Verizon Communications	Public	Telecommunication Services	\$133.61B		We transform how people, businesses and things connect with each other through innovative communications and technology solutions.		Integrity, respect, performance, excellence, accountability
Vertex Pharmaceuticals	Public	Pharmaceuticals, Biotechnology, and Life Sciences	\$7.57B		At Vertex, we invest in scientific innovation to create transformative medicines for people with serious diseases with a focus on specialty markets.	Driven to make a difference. We strike at the core of serious diseases to change people's lives. Bringing together the brightest minds, investing in science and taking smart risks, we go all in. For the lives we have changed and for those who are still waiting, we will never stop fighting until we discover cures.	Uncompromising Commitment to Patients - Patients are at the center of all that we do. Every decision we make is driven by the patients we serve. Innovation is Our Life blood - At Vertex, we challenge the status quo. We ask what's possible and find new paths to solve difficult and important problems. Fearless Pursuit of Excellence - We chase excellence – we take calculated risks, learn from both success and failure and continuously improve – all at the highest level of personal integrity and ethics. "We" Wins - We believe inclusion, diversity and equity are essential to maintaining our strong culture. We want the best and brightest minds from all backgrounds around the table solving tough problems.

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Viatrix	Public	Pharmaceuticals, Biotechnology, and Life Sciences	\$17.89B		At Viatrix, we see healthcare not as it is, but as it should be. We act courageously and are uniquely positioned to be a source of stability in a world of evolving healthcare needs. Viatrix empowers people worldwide to live healthier at every stage of life. We do so via: Access - Providing high quality, trusted medicines, regardless of geography or circumstance; Leadership - Advancing sustainable operations and innovative solutions to improve patient health; Partnership - Leveraging our collective expertise to connect people to products and services		
Visa	Public	Finance and Insurance	\$24.1B		Unlocking opportunities for everyone. We're a trusted network and world leader in digital payments, with a mission to remove barriers and connect more people to the global economy. Because we believe that economies that include everyone, everywhere uplift everyone, everywhere.	We aspire to create cutting-edge technology for everyone, everywhere.	PEOPLE + POSSIBILITIES - Addressing economic inequality by empowering people traditionally excluded from the financial system. SUPPORTING COMMUNITIES - Empowering underserved communities and supporting local economies everywhere. PRESERVING OUR PLANET - Committed to driving sustainable commerce as we work towards a more sustainable future.
VNS Health	Nonprofit	Non Profit	\$1.8B		To improve the health and well-being of people through high-quality, cost-effective health care in the home and community.	Our vision is to be the leading payer and provider of integrated, cost-effective home- and community-based health care. From care management to community outreach, from nursing to behavioral health, from home care to hospice, VNS Health empowers you with the all-embracing care and support you deserve.	EMPATHY - We seek to understand others' feelings and experiences in order to actively help. INTEGRITY - We do the right thing even when no one is looking. AGILITY - We use experience and creativity to move quickly.
Voya Financial	Public	Finance and Insurance	\$3.96B		Our corporate mission is to make a secure financial future possible — one person, one family, one institution at a time. As we carry out our work to realize our mission, we do so in a way that is ethically, economically, socially and environmentally responsible. This guides us in everything we do, from our strategic direction, our product development and the way in which we deliver services to our ethics training, our engagement in the community and the benefits we offer our employees.	Our vision is to be America's Retirement Company, helping to guide Americans to and through retirement.	WE HAVE CUSTOMER PASSION - We provide the best customer service, listen to our customers and respond with a sense of urgency. We provide objective advice and empower our customers to achieve a secure financial future. WE DO THE RIGHT THING - We tell the truth and uphold both the letter and spirit of the law. We say what we mean, and we mean what we say while treating everyone with respect. WE ARE THE WE - We are one team and are accountable, individually and collectively. We create value through profitable growth and act as owners. WE HAVE A WINNING SPIRIT - We operate with an optimistic attitude. We are agile and adapt to meet our stakeholders' needs. We are focused and never settle. WE CARE - We take care of our people. We positively impact our communities and our planet. We make products and services that add value to people's lives. We are inclusive and incorporate diverse perspectives in all that we do.
Walmart	Public	Retail Trade	\$524B	We aim to build a better world — helping people live better and renew the planet while building thriving, resilient communities. For us, this means working to create opportunity, build a more sustainable future, advance diversity, equity and inclusion and bring communities closer together. And at the end of the day, helping our customers save more of their hard earned money for the things they care about most. Because at Walmart, Live Better is what we do every day.	To save people money so they can live better.		"Service to the Customer Customer first: Listen to, anticipate and serve customer wants and needs Frontline focused: Support and empower associates to serve customers every day Innovative and agile: Be creative, take smart risks and move with speed Respect for the Individual Listen: Be visible and available, collaborate with others and be open to feed back Lead by example: Be humble, teach and trust others to do their jobs, give honest and direct feedback Inclusive: Seek and embrace differences in people, ideas and experiences Strive for Excellence High performance: Set and achieve aggressive goals Accountable: Take ownership, celebrate successes and be responsible for results Strategic: Make clear choices, anticipate changing conditions and plan for the future Act with Integrity Honest: Tell the truth, keep your promises and be trustworthy Fair: Do right by others, be open and transparent Courageous: Speak up, ask for help, make tough calls and say no when appropriate"

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Waste Management	Public	Commercial and Professional Services	\$17.93B		Waste Management is on a mission to maximize resource value, while minimizing - and even eliminating - environmental impact so that both our economy and our environment can thrive.		"Inclusion & Diversity: We embrace and cultivate respect, trust, open communications and diversity of thought and people. Customers: We place our customers at the center of what we do and aspire to delight them every day. Safety: We have zero tolerance for unsafe actions and conditions and make safety a core value without compromise. Environment: We are responsible stewards of the environment and champions for sustainability."
Weis Markets	Public	Retail Trade	\$3.543B		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 – meeting our challenges and opportunities as one team, focused on common goals. Respect – treating our colleagues, customers, suppliers, and vendors with respect and dignity. Excellence – striving for excellence and working to improve every day. Accountability – holding ourselves accountable for delivering results and always doing the right thing. Passion – offering our customers the best shopping experience by exceeding their expectations."
Wellmark	Private	Finance and Insurance	\$1B		Provide a broad array of high quality, accessible, affordable, and cost competitive health insurance products and services.	Continuously improving the health of our members and the communities we serve. We envision a future in which every generation experiences greater quality of health and improved quality of life.	
Wells Enterprises	Private	Agriculture, Forestry, Fishing and Hunting	\$1B		Wells' reputation for food safety and unbeatable flavor is no accident. We've always been set on bringing joy to everyday life because of the love of ice cream. As we've grown, that purpose has been instilled in everything we do—and make.	But being good isn't good enough. We're on a mission to be the most admired ice cream company in America, and our core values will help us get there. Wells has become an industry leader by striving to do things differently, and better, than others. As a result, we have high standards for our ice cream so that we can bring that joy to everyday life!	Charitable Commitments - See how Wells is sharing joy through charitable commitments and, of course, ice cream. Food Safety - Wells is consistently recognized as an industry leader in food safety. See how we're putting you and your safety first. Only the best Ice Cream - We are proud of the products we make. Responsible Sourcing - We're committed to quality in our commitment to you.
Wells Fargo & Co	Public	Banking	\$82.95B			To satisfy our customers' financial needs and help them succeed financially.	"What's right for customers People as a competitive advantage Ethics Diversity and inclusion Leadership."
Weyerhaeuser	Public	Manufacturing	\$10.2B		We manage the most sustainable, versatile resource on earth: forests. We're experts at using trees to make products people need, and we do it the right way so our forests will last forever.	Working together to be the world's premier timber, land, and forest products company.	Safety: It's first on our list for a reason. We always start with safety, no exceptions. Integrity: We do the right thing, the right way, for the right reasons. Citizenship: The communities where we live and work are important. We help them thrive. Sustainability: Since 1900, we've balanced the needs of today with the needs of tomorrow. Inclusion: We want a workplace where everyone feels welcome, heard, and excited to grow and develop.
West Bancorporation	Public	Banking	\$0.106B		Our mission is to build strong relationships, build strong communities, and build upon our strong reputation to ensure our clients receive exceptional care, our communities receive outstanding support, and the loyalty of our employees and stockholders is rewarded.	To achieve and sustain a position of industry envy and admiration.	We have created a corporate culture that fosters and rewards excellence, encourages creative thinking and respects diversity - an environment where team members are engaged, supportive of one another and enthusiastic about serving our customers.
Western Digital	Public	Technology Hardware and Equipment	\$16.92B		Western Digital has long been at the forefront of game changing innovations. From the invention of the first hard drive to recent advancements in 3D NAND our journey of innovation continues to inspire those who dare to think big.	Wherever you are, Western Digital is with you every step of the way. We are always at the cusp of innovation, pushing the boundaries of technology to make what you thought was once impossible, possible.	Think Big, Make It Happen, and Do It Together.

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Weyerhaeuser	Public	Manufacturing	\$10.2B		We manage the most sustainable, versatile resource on earth: forests. We're experts at using trees to make products people need, and we do it the right way so our forests will last forever.	Working together to be the world's premier timber, land, and forest products company.	Safety: It's first on our list for a reason. We always start with safety, no exceptions. Integrity: We do the right thing, the right way, for the right reasons. Citizenship: The communities where we live and work are important. We help them thrive. Sustainability: Since 1900, we've balanced the needs of today with the needs of tomorrow. Inclusion: We want a workplace where everyone feels welcome, heard, and excited to grow and develop.
Whirlpool	Public	Manufacturing	\$20.419B		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.	Integrity, Respect, Inclusion & Diversity, One Whirlpool, Spirit of Winning
WHO - World Health Organization	Governmental	Governmental - Global & Multilateral	\$4.16B				Trusted to serve public health at all times. Professionals committed to excellence in health. Persons of integrity. Collaborative colleagues and partners. People caring about people.
Winnebago Industries	Public	Automobiles and Components	\$3.63B	We help our customers explore the outdoors, enabling extraordinary mobile experiences as they travel, live, work and play.	To create lifetime advocates of our brands through a relentless focus on delivering an unsurpassed customer experience.	We will be the trusted leader in outdoor lifestyle solutions by providing exceptional innovation, quality and service in the industries we engage.	"Customer-Centric - Our customers are the reason we exist. We understand and care deeply about their unmet needs. Our drive to elevate their ownership experience is pervasive in every area of our business; Results-Driven -We are focused on market leadership and delivering consistent financial results. With a bias for critical thinking and execution, we will deliver a rewarding, safe work experience for our employees and superior shareholder returns; Innovative - We are committed to push the frontiers every day to develop innovative and differentiated solutions. Internally, we will consistently reinvent our processes to continuously improve and exceed expectations; Quality-Focused - We will strive to set the standard for quality in our industries, working every day to improve upon these levels of excellence. We are focused to do things right the first time in all we do.; Collaborative - We care about each other deeply. We work in high performing teams that are accountable to each other. We seek employees with strong, diverse talents who work together effectively to deliver results; Trusted - We will always conduct ourselves with the highest degree of integrity, trust and respect. We will honor our code of conduct. We will strive to be strong ambassadors in the communities our employees live and work in."
Workiva	Public	Software and Services	\$0.443 B		Build trust in the global economy with transparent data and connected reporting.		Customer Success. Integrity. Trust. Collaboration. Innovation. Inclusion. Accountability
World Fuel Services	Public	Energy	\$31.34B		Create value for our business partners by delivering innovative solutions and logistics through a global team of local professionals.	Become the world's leading provider of credit, finance, services, and logistics to our business partners in the energy market.	Embrace sustainable, responsible growth while expanding in capabilities and footprint. Maintain our entrepreneurial vision. Be committed to delivering value with integrity and ethics to our customers, suppliers, and shareholders.
West Bancorporation	Public	Banking	\$0.106B		Our mission is to build strong relationships, build strong communities, and build upon our strong reputation to ensure our clients receive exceptional care, our communities receive outstanding support, and the loyalty of our employees and stockholders is rewarded.	To achieve and sustain a position of industry envy and admiration.	We have created a corporate culture that fosters and rewards excellence, encourages creative thinking and respects diversity - an environment where team members are engaged, supportive of one another and enthusiastic about serving our customers.
World Wildlife Fund	Nonprofit	Non Profit	\$0.36B		To deliver the mission where people live in harmony with nature, we work to conserve and restore biodiversity, the web that supports all life on Earth; to reduce humanity's environmental footprint; and to ensure the sustainable use of natural resources to support current and future generations.	Our vision is to build a future in which people live in harmony with nature.	COURAGE - We demonstrate courage through our actions, we work for change where it's needed, and we inspire people and institutions to tackle the greatest threats to nature and the future of the planet, which is our home. INTEGRITY - We live the principles we call on others to meet. We act with integrity, accountability and transparency, and we rely on facts and science to guide us and to ensure we learn and evolve. RESPECT - We honor the voices and knowledge of the people and communities that we serve, and we work to secure their rights to a sustainable future. COLLABORATION - We deliver impact at the scale of the challenges we face through the power of collective action and innovation.

Organization Name	Category	Industry	Revenue (BUSD\$)	Purpose Statement	Mission Statement	Vision Statement	Values Statement
Wright Tree	Private	Commercial and Professional Services	\$0.3B		To provide reliable service to our customers by ensuring that transmission & distribution lines, and railroads are clear of vegetation. To provide attractive value appreciation to our employee owners. To provide team members with an environment that enables them to achieve their personal and professional goals. To make a positive difference in the communities we serve.	Wright Tree Service will continue to be recognized by utilities as providers of the highest levels of quality, service, responsiveness, reliability and value.	SAFETY – It is everyone's responsibility – we each own it. INTEGRITY – We abide by the highest ethical standards. EXCELLENCE – We continually strive to exceed our customer's expectations — and our own expectations. TEAMWORK – It is how we operate and we hold each other accountable. INNOVATION – We anticipate our clients' needs and we deliver creative services & solutions. FAMILY – It is our foundation; it is who we are.
WTO - World Trade Organization	Governmental	Governmental - Global & Multilateral	\$0.2B		The overall objective of the WTO is to help its members use trade as a means to raise living standards, create jobs and improve people's lives.		Non-discrimination. Opening trade. Predictability and transparency. Fair competition. Support for less developed countries. Protection of the environment. Inclusion. Partnerships. Digital trade.
Xylem	Public	Manufacturing	\$5.25B		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 for each other, for diversity of people and opinions, for the environment. Responsibility for our words and actions, for customer satisfaction, for giving back to our communities. Integrity for acting ethically, for doing what we say we'll do, for having the courage to communicate with candor. Creativity for thinking beyond boundaries, for anticipating tomorrow's challenges, for unlocking growth potential."
Zoetis	Public	Pharmaceuticals, Biotechnology, and Life Sciences	\$7.78B	To nurture our world and humankind by advancing care for animals.	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