

75 Mission, Vision, Values Statements

Company	Industry	Revenue	Mission	Vision	Values	Global (Y/N)	# of Countries w/ Direct Presence
AIG	Insurance	\$49.75 billion	We reduce fear of the future and empower our clients through our risk expertise and financial strength.	We strive to be our clients' most valued insurer.	We have the courage to make difficult promises and the integrity to keep them. We learn and collaborate to solve our clients' problems. We value the diversity of perspectives that comes from all places and people.	Y	80
AK Steel	Iron & Steel	\$6.08 billion	To create innovative, high quality steel solutions for our customers in a safe, responsible and profitable manner.	Create innovative steel products and processes that surpass our customers' needs today and for the future.	Safety. Quality. Productivity. Innovation.	Y	3
Alibaba Group	Retail Discretionary	\$39.9 billion	To make it easy to do business anywhere.	We aim to build the future infrastructure of commerce. We envision that our customers will meet, work and live at Alibaba, and that we will be a company that lasts at least 102 years.	Customer First. Teamwork. Embrace Change. Integrity. Passion. Commitment.	Y	12
Alzheimer's Association	Nonprofit	\$340 million	To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.	A world without Alzheimer's disease.	Integrity. Commitment to Excellence. Inclusiveness. Diversity. Consumer Focus. Accountability.	N	1
AmTrust	Insurance	\$5.96 billion	To deliver outstanding insurance and risk solutions to our clients and partners around the world through innovation, niche expertise, and unparalleled service.	To be a best-in-class global property and casualty insurer.	Excellence. Innovation. Integrity. Responsibility. Inclusion. Teamwork.	Y	70
Anthem	Health Care Facilities & Services	\$90.04 billion	Improving Lives and Communities. Simplifying Healthcare. Expecting More.	To be the most innovative, valuable and inclusive partner.	Leadership. Community. Integrity. Agility. Diversity.	N	1
Autoliv	Automotive	\$8.68 billion	To be the leading supplier of safety systems for the future car, well integrated with autonomous driving.	Saving More Lives.	One Autoliv, transparent, innovative and agile.	Y	27
Bank of America Corporation	Banking	\$91.24 billion	To help make financial lives better through the power of every connection.	N/A	Deliver Together. Act Responsibly. Realize the Power of Our People. Trust the Team.	Y	35
Boys and Girls Club of America	Nonprofit	\$2.04 billion	To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.	Provide a world-class Club Experience that assures success is within reach of every young person who enters our doors, with all members on track to graduate from high school with a plan for the future, demonstrating good character and citizenship, and living a healthy lifestyle.	Integrity. Collaboration. Accountability. Respect. Excellence. (ICARE.)	N	1
Catalent	Health Care Facilities & Services	\$2.46 billion	To develop, manufacture and supply products that help people live better, healthier lives.	To be the world's most trusted, reliable and innovative drug development and delivery partner by upholding the highest industry standards and exceeding customer expectations while driving strong, sustained growth for the company.	Patient First. Customer Dedication. People. Innovation. Integrity. Excellence.	Y	16
Caterpillar	Construction, Resource, Energy & Transportation	\$45.46 billion	To enable economic growth through infrastructure and energy development, and to provide solutions that support communities and protect the planet.	A world in which all people's basic needs — such as shelter, clean water, sanitation, food and reliable power — are fulfilled in an environmentally sustainable way and a company that improves the quality of the environment and the communities where we live and work.	Integrity. Excellence. Teamwork. Commitment. Sustainability.	Y	23
Citigroup	Banking	\$72.85 billion	Responsibly providing financial services that enable growth and economic progress.	N/A	Common Purpose. Responsible Finance. Ingenuity. Leadership.	Y	100
Cleveland Clinic	Nonprofit - Academic Medical Center	\$8.4 billion	To provide better care of the sick, investigation into their problems, and further education of those who serve.	Striving to be the world's leader in patient experience, clinical outcomes, research and education.	Quality. Innovation. Teamwork. Service. Integrity. Compassion	N	1
Conduent	Technology services	\$6.6 billion	To enable our clients' success through our digital innovations, industry expertise, and commitment to excellence while delivering value to all stakeholders.	To transform the way our clients operate.	Client-Centricity. Commitment to Excellence. Trust. Speed and Agility. Open and Collaborative. Courage.	Y	35

ConocoPhillips	Oil & Gas	\$36.42 billion	We exist to power civilization.	To be the E&P company of choice for all stakeholders by pioneering a new standard of excellence.	Safety. Integrity. Responsibility. Innovation. Teamwork.	Y	16
CoreLogic	Technology Services	\$1.78 billion	Empower our clients to make smarter decisions through data-driven insights.	To deliver unique property insights that connect and power the global real estate economy.	Integrity. Excellence. Innovation. Appreciation. Teamwork. Passion.	Y	12
Cummins	Transportation Equipment	\$20.43 billion	Making people's lives better by powering a more prosperous world.	Innovating for our customers to power their success.	Integrity. Diversity & Inclusion. Caring. Excellence. Teamwork.	Y	190
Dell Technologies	Hardware	\$78.66 billion	To help drive human progress around the world, and create game-changing business value every step of the way.	N/A	Customers. Winning Together. Innovation. Results. Integrity.	Y	90
Donaldson Company	Diversified Industrials	\$2.73 billion	To provide filtration solutions that improve people's lives, enhance customers' equipment performance and protect the environment.	To lead the world in filtration solutions.	Integrity. Respect. Commitment.	Y	44
DowDuPont	Chemicals	\$62.48 billion	To passionately create innovation for our stakeholders at the intersection of chemistry, biology, and physics.	Maximize long-term value per share by being the most valuable and respected science company in the world.	Integrity. Respect for People. Protecting Our Planet.	Y	60
E*TRADE	Asset Management	\$2.87 billion	To enhance the financial independence of traders and investors through a powerful digital offering and professional guidance.	To be the #1 digital broker and advisor to traders and investors—known for our ease of use and the completeness of our offering.	N/A	N	1
eBay	Retail Discretionary	\$10.75 billion	To be the world's favorite destination for discovering great value and unique selection.	Our vision for commerce is one that is enabled by people, powered by technology, and open to everyone.	We believe people are basically good. We believe everyone has something to contribute. We believe that an honest, open trading environment can bring out the best in people. We recognize and respect everyone as a unique individual. We encourage you to treat others the way you want to be treated.	Y	34
Facebook	Media	\$55.84 billion	To give people the power to build community and bring the world closer together.	N/A	Focus on impact. Move fast. Be bold. Be open. Build social value.	Y	37
Feeding America	Nonprofit	\$2.72 billion	To feed America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger.	A hunger-free America.	Leadership. Learning. Excellence.	N	1
Flowers Foods	Consumer Products	\$3.95 billion	We bring smiles with delicious foods and trusted brands.	As America's premier baker, we craft foods that make people smile. We are driven by a passion to boldly grow our business through inspiring leadership, teamwork, and creativity.	A passion for baking and our commitment to integrity, service, quality and creativity guide all our efforts.	N	1
Garmin	Electronics	\$3.35 billion	To be an enduring company by creating superior products for automotive, aviation, marine, outdoor, and sports that are an essential part of our customers' lives.	We will be the global leader in every market we serve, and our products will be sought after for their compelling design, superior quality, and best value.	The foundation of our culture is honesty, integrity, and respect for associates, customers, and business partners.	Y	3
Genesis Healthcare	Health Care Facilities & Services	\$4.98 billion	We improve the lives we touch...through the delivery of high quality healthcare and everyday compassion.	We will set the standard in nursing and rehabilitative care through clinical excellence and responsiveness to the unique needs of every patient we care for. We will be the recognized leader in clinical quality and customer satisfaction in every market we serve.	Care & Compassion for every life we touch. Respect & Appreciation for each other. Teamwork & Enjoyment in working together. Focus & Discipline on improving the quality of care. Creativity & Innovation to develop effective solutions. Honesty & Integrity in all dealings.	N	1
Gilead	Biotech & Pharma	\$22.13 billion	To discover, develop and commercialize innovative therapeutics in the areas of unmet medical needs that improve patient care.	To advance therapeutics against life-threatening diseases worldwide.	Integrity. Inclusion. Teamwork. Accountability. Excellence.	Y	35
Google	Internet Content & Information	\$136.82 billion	To organize the world's information and make it universally accessible and useful.	To provide access to the world's information in one click.	Focus on the user and all else will follow. It's best to do one thing really, really well. Fast is better than slow. Democracy on the web works. You don't need to be at your desk to need an answer. You can make money without doing evil. There's always more information out there. The need for information crosses all borders. You can be serious without a suit. Great just isn't good enough.	Y	40
GreenSky	Specialty Finance	\$415 million	To help businesses grow and delight their customers.	To lead the future of payments, enabling accelerated commerce and transparency for all.	Advocacy. Enthusiasm. Integrity. Impact. Service.	N	1
Groupon	Internet Content & Information	\$2.64 billion	To be the daily habit in local commerce.	N/A	Build great neighborhoods. Act like its your business. Make life less boring. Solve problems the right way, together. Begin and end with the customer.	Y	14

Hyatt Hotels Corporation	Hospitality	\$4.45 billion	To deliver distinctive experiences for our guests.	A world of understanding and care.	Respect. Integrity. Humility. Empathy. Creativity. Fun.	Y	60
Kraft Heinz Company	Food & Beverage	\$26.26 billion	N/A	To Be The Best Food Company, Growing A Better World.	Consumer First. Innovation. Integrity. Ownership. Quality.	Y	40
Leidos	Aerospace & Defense	\$11.09 billion	To make the world safer, healthier, and more efficient through information technology, engineering, and science.	Become the global leader in the integration and application of information technology, engineering, and science to solve our customers' most demanding challenges.	Integrity. Innovation. Agility. Collaboration. Commitment.	Y	30
LinkedIn	Media	\$6.7 billion	To connect the world's professionals to make them more productive and successful.	To create economic opportunity for every member of the global workforce.	Members first. Relationships matter. Be open, honest and constructive. Demand excellence. Take intelligent risks. Act like an owner.	Y	18
Lockheed Martin	Aerospace & Defense	\$59.81 billion	We solve complex challenges, advance scientific discovery and deliver innovative solutions to help our customers keep people safe.	Be the global leader in supporting our customers' missions, strengthening security and advancing scientific discovery.	Do What's Right. Respect Others. Perform with Excellence.	Y	40
LSC Communications	Commercial Services	\$3.326 billion	To increase client success by leveraging advanced technology, efficient solutions and our expertise in print and digital communications.	To harness our storied history and passion for innovation to better serve the communication needs of every business that we work with.	N/A	Y	3
Luxoft	Technology Services	\$906.8 million	To go beyond the client's expectations by bringing together technology, talent, innovation, and the highest quality standards.	To be the leading global IT solution and services provider with a strong position in key industry verticals.	Agility. Commitment. Creativity. Excellence. Fun. Relationship.	Y	22
Mastercard	Specialty Finance	\$16.883 billion	Every day, everywhere, we use our technology and expertise to make payments safe, simple and smart.	A World Beyond Cash™.	Trust. Partnership. Agility. Initiative.	Y	65
Mayo Clinic	Nonprofit - Academic Medical Center	\$13.82 billion	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.	To provide an unparalleled experience as the most trusted partner for health care.	The needs of the patient come first.	N	1
McCormick & Company	Consumer Products	\$5.347 billion	To make every meal and moment better.	To bring the joy of flavor to life.	Ethical Behavior. Teamwork. High Performance. Innovation. Concern for Others. Success.	Y	24
Microsoft	Technology	\$125 billion	To empower every person and every organization on the planet to achieve more.	N/A	Innovation. Diversity and Inclusion. Corporate Social Responsibility. Philanthropies Environment. Trustworthy. Computing.	Y	211
MRC Global	Oil, Gas & Coal	\$3.662 billion	Deliver superior service to our customers around the world and provide innovative supply solutions to enhance our customers' operations.	Be the world's leading provider of PVF products and solutions to the energy and industrial markets.	Safety Leadership. Customer Satisfaction. Business Ethics. Operational Excellence. Financial Performance. Teamwork. Employee Development. Community / Charity Involvement.	Y	45
Mutual of Omaha	Insurance	\$10.4 billion	We help our customers protect what they care about and achieve their financial goals.	For every customer ... a financial future imagined, planned and secured.	We exist for our customers. We act with integrity. We are innovative. We are accountable for results. Together we achieve greatness.	N	1
NASA	Government	\$2.337 billion	Lead an innovative and sustainable program of exploration with commercial and international partners to enable human expansion across the solar system and bring new knowledge and opportunities back to Earth. Support growth of the Nation's economy in space and aeronautics, increase understanding of the universe and our place in it, work with industry to improve America's aerospace technologies, and advance American leadership.	To discover and expand knowledge for the benefit of humanity.	Curiosity. Team-oriented. Excellence. Passion for Exploration. Agility. Resilience.	Y	1
National Archives and Records Administration	Government	\$184 million	We drive openness, cultivate public participation, and strengthen our nation's democracy through public access to high-value government records.	We will be known for cutting-edge access to extraordinary volumes of government information and unprecedented engagement to bring greater meaning to the American experience.	Collaborate. Innovate. Learn.	N	1
Navient	Specialty Finance	\$5.529 billion	To enhance the financial success of our customers by delivering innovative solutions and insights with compassion and personalized service.	N/A	We strive to be the best. We're stronger together. We earn the trust of our customers and colleagues. We innovate always and everywhere.	N	1
PAREXEL	Health Care Facilities & Services	\$2.5 billion	To combine the strength of our expertise, experience and innovation to advance the worldwide success of the biopharmaceutical and medical device industries in preventing and curing disease.	To be the premier provider to the biopharmaceutical and medical device industries for the development and commercialization of new medical therapies worldwide.	Integrity & Ethics. Client Service & Quality. Innovation. Sense of Urgency. Open Communication. Initiative & Reward. Teamwork. Ownership.	Y	51

PepsiCo	Consumer Products	\$67.16 billion	Create more smiles with every sip and every bite.	Be the global leader in convenient foods and beverages by winning with a purpose.	Care for our customers, our consumers and the world we live in. Sell only products we can be proud of. Speak with truth and candor. Win with diversity and inclusion. Balance the short-term and long-term. Respect others and succeed together.	Y	30
Prudential Financial	Insurance	\$64.807 billion	To help our customers achieve financial prosperity and peace of mind.	To distinguish Prudential as an admired multinational financial services leader, trusted partner, and provider of innovative solutions for growing and protecting wealth.	Worthy of Trust. Customer Focused. Respect for Each Other. Winning with Integrity.	Y	20
Quest Diagnostics	Health Care Facilities & Services	\$7.73 billion	To be the undisputed world leader in diagnostic testing, information and services.	Empowering Better Health with Diagnostic Insights.	Quality. Integrity. Innovation. Accountability. Collaboration. Leadership.	Y	4
Samsung	Consumer Electronics	\$206 billion	To inspire the world with our innovative technologies, products and design that enrich people's lives and contribute to social prosperity by creating a new future.	Inspire the World, Create the Future.	People. Excellence. Change. Integrity. Co-prosperity.	Y	11
Southwest Airlines	Airlines	\$22.428 billion	Dedication to the highest quality of customer service delivered with a sense of warmth, friendliness, individual pride, and company spirit.	To become the world's most loved, most flown, and most profitable airline.	Live the Southwest Way-Warrior Spirit. Servant's Heart. Fun-LUVing Attitude. Work the Southwest Way-Safety and Reliability. Friendly Customer Service. Low Costs.	Y	15
SPX FLOW	Machinery	\$1.506 billion	To provide innovative solutions that create value for our customers and help meet growing worldwide demand in the power and energy, food and beverage, and industrial end markets.	We view the future as an opportunity to enhance the world through the introduction of new ideas, a future where our ingenuity is recognized as solving problems in the industries we serve. Together, we are working to meet the needs of a growing global community in a responsible manner.	Lead with the highest standards of ethics and integrity. Innovate with customers. Impact results through personal accountability to the team. Value and engage employees. Learn, improve and celebrate.	Y	30
Starbucks	Restaurant	\$26.51 billion	To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.	To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow.	Creating a culture of warmth and belonging, where everyone is welcome. Acting with courage, challenging the status quo and finding new ways to grow our company and each other. Being present, connecting with transparency, dignity and respect. Delivering our very best in all we do, holding ourselves accountable for results. We are performance driven, through the lens of humanity.	Y	76
Sweetgreen	Restaurant	\$300 million	To inspire healthier communities by connecting people to real food.	N/A	Win. Win. Win. Think Sustainably. Keep it Real. Add the Sweet Touch. Make an Impact. Live the Sweetlife.	N	1
Tesla	Automotive; Energy Storage	\$24.6 billion	To accelerate the world's transition to sustainable energy.	To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles.	N/A	Y	30
The Nature Conservancy	Nonprofit	\$1.055 billion	To conserve the lands and waters on which all life depends.	A world where the diversity of life thrives, and people act to conserve nature for its own sake and its ability to fulfill our needs and enrich our lives.	Integrity Beyond Reproach. Respect for People, Communities, and Cultures. Commitment to Diversity. One Conservancy. Tangible, Lasting Results.	Y	72
The Task Force for Global Health	Nonprofit	\$2.577 billion	We exist to forge the partnerships needed to foster innovative thinking, catalyze action, and finally solve large-scale health challenges affecting vulnerable populations.	A world free of debilitating diseases where all people are protected by strong public health systems.	Collaboration. Global Health Equity and Social Justice. Stewardship. Consequential Compassion.	Y	3
The Walt Disney Company	Media	\$69.57 billion	To entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company.	To make people happy.	Honesty. Integrity. Respect. Courage. Openness. Diversity. Balance.	Y	30
The Timken Company	Manufactured Goods	\$4.00 billion	We use our knowledge to make the world's industries work better.	Be the global leader in bearings and mechanical power transmission, continually improving performance, reliability and efficiency.	Ethics & Integrity. Quality. Teamwork. Excellence.	Y	35
Twitter	Media	\$3.46 billion	To give everyone the power to create and share ideas and information instantly, without barriers.	N/A	We believe in free expression and think every voice has the power to impact the world.	Y	19

Uber	Transportation	\$14.15 billion	We ignite opportunity by setting the world in motion.	Smarter transportation with fewer cars and greater access. Transportation that's safer, cheaper, and more reliable; transportation that creates more job opportunities and higher incomes for drivers.	We build globally, we live locally. We are customer obsessed. We celebrate differences. We do the right thing. We act like owners. We persevere. We value ideas over hierarchy. We make big bold bets.	Y	65
Ulta Beauty	Retail Discretionary	\$7.39 billion	Every day we use the power of beauty to bring to life the possibilities that lie within each of us – inspiring every guest and enabling each associate to build a fulfilling career.	To be the most-loved beauty destination of our guests and the most-admired retailer by our Ulta Beauty associates, communities, partners and investors.	Give wow experiences. Win together. Improve always. Do what's right. Love what you do, own what you do. Champion diversity.	N	1
Unbounce	Marketing Services	\$25 million	To educate, connect and empower marketing teams and agencies to grow their businesses with the best conversion tools on Earth.	Unbounce exists to empower every business to create better marketing experiences.	Delight Everyone. Be Empowering. Be Courageous. Be Transparent. Be Humble. Be Generous.	N	1
UnitedHealth Group	Health Care Facilities & Services	\$242.2 billion	To help people live healthier lives and helping make the health system work better for everyone.	N/A	Integrity. Compassion. Relationships. Innovation. Performance.	Y	34
Unum	Insurance	\$12 billion	To help protect people financially when they're injured or ill and need it most. In today's environment of economically fragile families, financial protection benefits are more important than ever.	We will be the leading provider of employee benefits products and services that help employers manage their businesses and employees protect their families and livelihoods.	Integrity. Commitment. Accountability.	Y	3
USAA	Insurance	\$35.6 billion	To facilitate the financial security of its members, associates and their families through provision of a full range of highly competitive financial products and services; in so doing, USAA seeks to be the provider of choice for the military community.	N/A	Service. Loyalty. Honesty. Integrity.	Y	3
Viacom	Media	\$12.84 billion	To create unique entertainment experiences that drive conversation and culture.	N/A	Bravery. Empathy. Honesty.	Y	20
Walmart	Retail	\$524 billion	To save people money so they can live better.	Be THE destination for customers to save money, no matter how they want to shop.	Service to the Customer. Respect for the Individual. Strive for Excellence. Act with Integrity.	Y	27
Weis Markets	Retail Grocery	\$3.543 billion	To deliver an exceptional shopping experience by offering the best service, value, quality, and freshest products while being good stewards of our environment and giving back to the communities we serve.	Become the #1 supermarket in our communities by offering the most inviting buying environment in the industry while saving our customer time and money and building our brand to premier status.	Teamwork. Respect. Excellence. Accountability. Passion.	N	1
Whirlpool	Home & Office Products	\$20.419 billion	Earn trust and create demand for our brands in a digital world.	Be the best kitchen & laundry company, in constant pursuit of improving life at home.	Respect. Integrity. Diversity & Inclusion. Teamwork. Spirit of Winning.	Y	22
Xcel Energy	Utilities	\$11.52 billion	We provide our customers the safe, clean, reliable energy services they want and value at a competitive price.	We will be the preferred and trusted provider of the energy our customers need.	We are committed, connected, safe, and trustworthy.	N	1
Xylem	Machinery	\$5.25 billion	To provide and protect safe water resources for communities in need around the world and educate people about water issues.	We devote our technology, time and talent to advance the smarter use of water. We look to a future where global water issues do not exist.	Respect. Responsibility. Integrity. Creativity.	Y	52
Zoetis	Biotech & Pharma	\$6.3 billion	We build on a six-decade history and singular focus on animal health to bring customers quality products, services and a commitment to their businesses.	Our products, services and people will be the most valued by animal health customers around the world.	Our colleagues make the difference. Always do the right thing. Customer obsessed. Run it like you own it. We are one Zoetis.	Y	45