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Mission Statements

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Mission Statements

Abstract

[1] Our mission is to be acknowledged.¹ To inspire and nurture the human spirit.² To show that food served fast doesn't have to be a fast-food experience.³ To treat others as we would like to be treated ourselves.⁴ To glorify God by being a faithful steward of all that is entrusted to us⁵ by sharing the Lord's blessings with our employees.⁶

Cover Page Footnote

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October 2, 2015

Mission Statements

List by Edward Helfers

[1]

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[2]

Guided by our relentless focus on our five imperatives,⁷ aligned around a global strategy called the Plan to Win,⁸ our mission is to give people the power to share⁹ our shared understanding of what we believe¹⁰ in a fun and casual atmosphere delivered by attractive, vivacious Hooters Girls.¹¹

[3]

Challenges. We welcome them.¹²

[4]

We are one firm, defined by our unwavering commitment¹³ to create more moments for people to be inspired by pets¹⁴ while adhering to the laws and jurisdictions¹⁵ of those who are linked to the land,¹⁶ from sales associates to franchisees, from fresh sandwich makers to doughnut bakers.¹⁷

[6]

Put simply, Our Credo challenges us to¹⁸ maintain and cherish the friendly spirit of¹⁹

commercial and operational cost-control opportunities²⁰ by providing to motorcyclists and the general public²¹ Undisputed Marketplace Leadership.²²

[5]

Integrity is the foundation for all that we do.²³

[6]

Our mission started with the vision of J. R. “Pitt” Hyde, one man²⁴ dedicated to satisfying curiosity and entertaining viewers.²⁵ In 1921, it all started out so innocently.²⁶ People, saving money,²⁷ a better life for shareholders,²⁸ bridging our proud past to an even brighter future.²⁹

[7]

We will clothe the world.³⁰ We will feed the world.³¹ We will bring inspiration and innovation to every athlete in the world.³² We will develop a multi-billion-dollar mixed-use urban development project in the heart of Las Vegas.³³

[8]

Our behaviors are at the core of who we are and what we believe.³⁴

[9]

But to say that our mission exists independent of the product we sell is to demean the importance and the distinction of being a bookseller;³⁵ raising a happy, healthy baby;³⁶ promoting alcohol responsibility;³⁷ honoring our employees’ rights;³⁸ and constantly raising the bar for super luxury living³⁹ with memorable characters and heartwarming stories.⁴⁰

[10]

Our mission is enduring:⁴¹ to manage financial risk;⁴² to be the safest, most progressive North American railroad;⁴³ to retain the foundation upon which we continue to build our success today;⁴⁴ and to ensure that people everywhere have access to innovative⁴⁵ innovation, new services, and newer technology⁴⁶ as we look to the future of unlimited possibilities⁴⁷ and in so doing unlock the potential of nature⁴⁸ to help position the company for long-term, sustainable growth⁴⁹ regardless of our growing size, scope, and reach.⁵⁰

1. Bank of America

2. Starbucks

3. Chipotle

4. Enron
5. Chick-fil-A
6. Hobby Lobby
7. Albertson's
8. McDonald's
9. Facebook
10. British Petroleum
11. Hooters
12. Bloomberg L.P.
13. Lehman Brothers
14. Petsmart
15. Dean Foods
16. John Deere
17. 7-Eleven
18. Johnson & Johnson
19. Avon
20. Kloeckner Metals
21. Harley Davidson
22. The Hershey Company
23. Monsanto
24. Autozone
25. Discovery Communications
26. White Castle
27. Walmart
28. Dollar General
29. Cargil
30. Levi Strauss
31. FEED
32. Nike
33. MGM Mirage
34. Western Union
35. Barnes and Noble

36. Gerber
37. Anheuser Busch
38. Dole
39. Trump International Realty
40. Pixar
41. Coca-Cola
42. American Financial Group
43. CSX Corporation
44. Estee Lauder
45. Pfizer
46. Avnet Incorporated
47. The J.M. Smucker Company
48. ADM
49. Pepsi
50. Wells Fargo

Born in Missouri, Edward Helfers studied creative writing at Duke and Columbia Universities. His work appears or is forthcoming in *STORY*, *The Nashville Review*, *Gigantic*, and *Web Conjunctions*. He currently teaches writing at American University.