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Mission Statements

Edward Helfers

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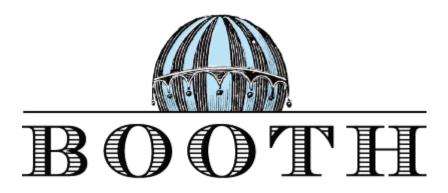
Mission Statements

Abstract

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

Cover Page Footnote

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Mission Statements

List by Edward Helfers

[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

[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 to 18 maintain and cherish the friendly spirit of 19

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.