



EXAMPLES OF MISSION, VISION AND VALUES

Chick- Fil -A Mission: “To be America’s best quick-service restaurant at winning and keeping customers.”

Chick- Fil-A Vision: “To glorify God by being a faithful steward of all that is entrusted to us. To have a positive influence on all who come in contact with Chick-fil-A.”

Tagline: Eat mor chicken

Chick-fil-A Core Values

Customer First
Personal Excellence
Continuous
Improvement
Working Together
Stewardship

Nike Mission: Our mission is to bring inspiration and innovation to every athlete* in the world. [*If you have a body, you are an athlete.]

This mission drives us to do everything possible to expand human potential. We do that by creating groundbreaking sport innovations, by making our products more sustainably, by building a creative and diverse global team and by making a positive impact in communities where we live and work.

Nike Vision: We see a world where everybody is an athlete — united in the joy of movement. Driven by our passion for sport and our instinct for innovation, we aim to bring inspiration to every athlete in the world and to make sport a daily habit.

Tagline: Just do it.

Nike Values:

Do the right thing
Be on the offense always
Serve athletes*
Create the future of sport



Win as a team