

Example Mission/Vision/Core Values from Aviation Organizations

1. Southwest Airlines

Purpose: Connect People to what's important in their lives through friendly, reliable, and low-cost air travel.

Vision: To become the world's most loved, most flown, and most profitable airline.

Mission: The mission of Southwest Airlines is dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit.

Values:

Live the Southwest Way

Warrior Spirit

Servant's Heart

Fun-LUVing Attitude

Work the Southwest Way

Safety and Reliability

Friendly Customer Service

Low Costs

2. FedEx

Mission & Goals

FedEx Corporation will produce superior financial returns for its shareowners by providing high value-added logistics, transportation and related business services through focused operating companies. Customer requirements will be met in the highest quality manner appropriate to each market segment served. FedEx will strive to develop mutually rewarding relationships with its team members, partners and suppliers. Safety will be the first consideration in all operations. Corporate activities will be conducted to the highest ethical and professional standards.

3. Delta Airlines

Vision: To be the World's Most Trusted Airline.

Mission: "We—Delta's employees, customers, and community partners together form a force for positive local and global change, dedicated to bettering standards of living and the environment where we and our customers live and work."

Core Values:

- Honesty: always tell the truth.

- Integrity: always keep your deals.
- Respect: don't hurt anyone.
- Perseverance: try harder than all our competitors – never give up.
- Servant Leadership: care for our customers, our community and each other.

4. DFW Airport

Vision: “Travel. Transformed.”

Mission: “We provide an exceptional Airport Experience for our customers and connect our community to the world.

Beliefs:

- You’re Important! – I value you, your unique contributions and your success
- Owning It! You own the DFW experience and do the right things to achieve results
- Stepping Up! You overcome obstacles and influence outcomes.
- Reaching Out! You collaborate with others to build trust and mutual success
- Innovating Wins! You create leading-edge solutions that set the standard.

5. MSP Airport (2016)

The MAC’s Vision: To give our customers the best airport experience in North America. The MAC’s vision guides its priorities, decision-making and actions as the organization strives to provide exemplary service to all its customers.

The MAC’s Mission: To provide and promote safe, convenient, environmentally sound and cost-competitive aviation services for our customers.

The MAC’s Core Values

Employees • We value our employees for their skills and abilities, ethical behavior, diversity, creativity, innovation and sound judgment. • We provide our employees with rewarding work, opportunities for professional growth and an appreciative work environment based on trust, respect for each other and open communication.

Commitment to the Community and the Environment • We are responsive to the environmental concerns of the community. • We demonstrate leadership in sound environmental management. • We promote open and honest communication about environmental concerns.

Fiscal Responsibility • We make sound financial decisions that balance the interests of the organization, community, partners, stakeholders and customers. • We make decisions that help drive the region’s economic vitality. • We maintain policies that provide adequate revenues to operate without general tax support or exercising our authority to levy taxes.

Innovation and Excellence • We seek creative and innovative solutions to complex challenges. • We set high standards in all aspects of our organization and focus on continuous improvement.

Integrity • We do business in an honest, fair, open and respectful manner. • We live up to our responsibilities, meet our objectives and fulfill our commitments. • We maintain our credibility through timely communication with customers, employees and stakeholders. • We consistently display the highest moral and ethical standards.

Teamwork • We reach common goals through strong relationships based on trust. • We commit ourselves to open and respectful communication.

6. Appleton, WI (ATW)

Mission Statement

The Appleton International Airport (ATW) is operated as a self funded enterprise. Fueled by a people-powered approach, ATW offers custom-tailored aviation solutions and service excellence from the ground up. ATW is a valuable asset to our community that continuously promotes aviation and fosters economic development by operating the most effective and efficient airport in Northeast Wisconsin.

ATW Vision

The ATW team will use a people-centered approach to provide our community superior aviation facilities, custom solutions, continuous economic development and a proactive workforce that enhances our reputation as judged by our customers, employees, board members, and region.

ATW Core Values

Self-Funded

ATW will continue to develop ways to remain financially self-sustaining through a mix of business development, market value leases, and unique marketing partnerships.

Community

ATW will continue to be a responsible business and philanthropic partner to the community in order to be the regional airport of choice.

Accountability

ATW actively seeks to attract and retain high-caliber professionals committed to maximizing safety, reliability, and accountability throughout the organization.

Communication

ATW has a philosophy of open, candid communication with each other, policy makers, tenants, passengers, press, and the community.

Environment

ATW strives to be a model steward of our environment, by identifying sustainable development that meets present needs without compromising the ability of future generations.

7. The Boeing Company

Purpose and Mission: Connect, Protect, Explore and Inspire the World through Aerospace Innovation

Aspiration: Best in Aerospace and Enduring Global Industrial Champion

Enduring Values

At Boeing, we are committed to a set of core values that not only define who we are, but also serve as guideposts to help us become the company we would like to be. And we aspire to live these values every day.

- **Integrity**
We take the high road by practicing the highest ethical standards and honoring our commitments. We take personal responsibility for our own actions.
- **Quality**
We strive for first-time quality and continuous improvement in all that we do to meet or exceed the standards of excellence stakeholders expect of us.
- **Safety**
We value human life and well-being above all else and take action accordingly. We believe all incidents, injuries and workplace illnesses are preventable. We are personally accountable for our own safety and collectively responsible for each other's safety. By committing to safety first, we advance our goals for quality, cost, and schedule.
- **Diversity & Inclusion**
We value the skills, strengths and perspectives of our diverse team. We foster a collaborative workplace that engages all employees in finding solutions for our customers that advance our common business objectives.
- **Trust & Respect**
We act with integrity, consistency, and honesty in all that we do. We value a culture of openness and inclusion in which everyone is treated fairly and where everyone has an opportunity to contribute.
- **Corporate Citizenship**
We are a responsible partner, neighbor and citizen to the diverse communities and customers we serve. We promote the health and wellbeing of Boeing people, their families and our communities. We protect the environment. We volunteer and financially support education and other worthy causes.
- **Stakeholder Success**
By operating profitably and with integrity, we provide customers with best-value innovation and a competitive edge in their own markets; enable employees to work in a safe, ethical environment, with a highly attractive and competitive mix of pay and benefits, and the ability to further share in the company's success; reward investors with increasing shareholder value; conduct business lawfully and ethically with our suppliers; and help to strengthen communities around the world.

Boeing Behaviors

- Lead with courage and passion
- Make customer priorities our own
- Invest in our team and empower each other

- Win with speed, agility and scale
- Collaborate with candor and honesty
- Reach higher, embrace change and learn from failure
- Deliver results with excellence – Live the Enduring Values

Business Imperative: Deliver Superior Value to Customers, Employees, Shareholders, Communities and Partners

8. Kwik Trip

MISSION STATEMENT: THE TALK WE WALK

OUR MISSION STATEMENT

To serve our customers and community more effectively than anyone else by treating our customers, co-workers, and suppliers as we, personally, would like to be treated and to make a difference in someone's life.

OUR CORE VALUES

- Honesty and Integrity: We are honest in all of our business interactions with our co-workers and business partners and expect the same in return.
- Respect: We show respect for everyone by what we say and do.
- Excellence: We strive to excel in everything we do. We are committed to producing high-quality products and services at a superior value for our customers.
- Humility: We are grateful for our success and share our appreciation with our co-workers but do not seek public recognition.
- Innovation: We encourage and value creative solutions to customer needs and business challenges. Our uniqueness in our industry provides us with great competitive advantages in the marketplace.

Work Ethic: We are a Midwestern company that believes in a "roll up your sleeves" work ethic. The commitment and outstanding effort of our people have driven our success in the past and will drive our success in the future.

9. Ashley Home Stores

Vision: to delight our guests, turn houses into homes and change lives for the better.... Together.

- Mission:
- To deliver a crazy good experience to all. Bring your best to every guest.
- Improve operations. Turn your should into musts. Challenge traditional retail rules.
- Grow our business. There's only one way to coast.... Downhill.
- Be a great place to work. People quite people—not jobs.
- Become a better you. Invest in your own self-development. Do you!

Values:

- Work with a spirit of Gratitude and Generosity.
- Celebrate more, criticize never, give of your time—always.
- Make it happen... whatever it is. Be the difference today.
- Listen, Learn then Act. Seek to understand first, then to be understood. Urgency!
- Do more with less. Strive for efficiency in all areas. Be a lean, mean fighting machine.
- Serve with humility and kindness. Servant leadership begins here.