



The Head-Turners: Your Values and Purpose

Examples of Companies' WHY

more money for shoes

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Organisation	Purpose
3M	To solve problems innovatively
Boeing	To push the leading edge in aviation, taking on huge challenges and doing what others cannot do
Merck	To preserve and improve human life
Nike	To experience the emotion of competition, winning, and crushing competitors
Telecare	To help people with mental impairments realise their full potential
Sony	To experience the sheer joy of advancing and applying technology for the benefit of the public
Becton – Dickinson	To help all people lead healthy lives
Teaching Co.	To ignite in all people the passion for learning
Walt Disney	To make people happy
Fannie May	To strengthen the social fabric by democratising home ownership
Time mirror	To contribute to the performance of the communities we serve
Marriot	To make people away from home feel that they are among friends and really wanted
Mary Kay	To give unlimited opportunity to women
McKinsey	To help leading corporations and governments be more successful
Taylor Corp	To provide entrepreneurial opportunities and security for our people
WL Gore	To have fun doing innovative things that make
Israel	To provide a secure place on Earth for the Jewish people
Patagonia	To be a role model and tool for social change
University of Texas	To transform lives through inspired learning
Wal – Mart	To give ordinary folk the chance to buy the same things as rich people