Vision and Mission Statements

The Ritz-Carlton Hotel

THE CREDO

The Ritz-Carlton Hotel is a
place where the genuine care
and comfort of our guests is
our highest mission.

We pledge to provide the finest
personal service and facilities
for our guests who will always
enjoy a warm, relaxed, yet
refined ambience.

The Ritz-Carlton experience
enlivens the senses, instills
well-being, and fulfills even
the unexpressed wishes
and needs of our guests.

MOTTO

At The Ritz-Carlton Hotel Company, L.L.C., "We are ladies and gentlemen serving ladies and gentlemen." This motto exemplifies the anticipatory service provided by all staff members.

THREE STEPS OF SERVICE

1. A warm and sincere greeting. Use the guest name, if and when possible.

2. Anticipation and compliance with guest needs.

3. Fond farewell. Give them a warm good-bye and use their names, if and when possible.

20 BASICS

1. The Credo is the principal belief of our Company. It must be known, owned and energized by all.

2. Our Motto is "We are Ladies and Gentlemen serving Ladies and Gentlemen." As service professionals, we treat our guests and each other with respect and dignity.

3. The Three Steps of Service are the foundation of Ritz-Carlton hospitality. These steps must be used in every interaction to ensure satisfaction, retention and loyalty.

4. The Employee Promise is the basis for our Ritz-Carlton work environment. It will be honored by all employees.

5. All employees will successfully complete annual Training Certification for their position.

6. Company objectives are communicated to all employees. It is everyone's responsibility to support them.

7. To create pride and joy in the workplace, all employees have the right to be involved in the planning of the work that affects them.

8. Each employee will continuously identify defects (MR BIV) throughout the Hotel.

9. It is the responsibility of each employee to create a work environment of teamwork and lateral service so that the needs of our guests and each other are met.

10. Each employee is empowered. For example, when a guest has a problem or needs something special you should break away from your regular duties, address and resolve the issue.

11. Uncompromising levels of cleanliness are the responsibility of every employee.

12. To provide the finest personal service for our guests, each employee is responsible for identifying and recording individual guest preferences.

13. Never lose a guest. Instant guest pacification is the responsibility of each employee. Whoever receives a complaint will own it, resolve it to the guest's satisfaction and record it.

14. "Smile - we are on stage." Always maintain positive eye contact. Use the proper vocabulary with our guests. (Use words like - "Good Morning," "Certainly," "I'll be happy to," and "My pleasure.")

15. Be an ambassador of your Hotel in and outside of the work place. Always talk positively. Communicate any concerns to the appropriate person.

16. Escort guests rather than pointing out directions to another area of the Hotel.

17. Use Ritz-Carlton telephone etiquette. Answer within three rings and with a "smile." Use the guest's name when possible. When necessary, ask the caller "May I place you on hold?" Do not screen calls. Eliminate call transfers whenever possible. Adhere to voice mail standards.

18. Take pride in and care of your personal appearance. Everyone is responsible for conveying a professional image by adhering to Ritz-Carlton clothing and grooming standards.

19. Think safety first. Each employee is responsible for creating a safe, secure and accident free environment for all guests and each other. Be aware of all fire and safety emergency procedures and report security risks immediately.

20. Protecting the assets of a Ritz-Carlton Hotel is the responsibility of every employee. Conserve energy, properly maintain our hotels and protect the environment.

THE EMPLOYEE PROMISE

At The Ritz-Carlton, our Ladies & Gentlemen are the most important resource in our service commitment to our guests.

By applying the principles of trust, honesty, respect, integrity and commitment, we nurture and maximize talent to the benefit of each individual and the company.

The Ritz-Carlton fosters a work environment where diversity is valued, quality of life is enhanced, individual aspirations are fulfilled, and The Ritz-Carlton mystique is strengthened.

The Mission of Southwest Airlines

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.

To Our Employees

We are committed to provide our Employees a stable work environment with equal opportunity for learning and personal growth. Creativity and innovation are encouraged for improving the effectiveness of Southwest Airlines. Above all, Employees will be provided the same concern, respect, and caring attitude within the organization that they are expected to share externally with every Southwest Customer.

-January 1988

Danaher's (DHR) Mission Statement

Danaher utilizes a Core Values statement rather than a traditional mission statement.

The Best Team Wins

Associates are our most valued assets.
We're passionate about retaining, developing and recruiting the best talent available.
Danaher and its associates win because:

We are team-oriented with Involvement by all.

We seek fact-based, root cause solutions; not blame.

We are accountable for results, and we deliver.

We are non-political and not bureaucratic.

We have high integrity and respect for others.

Winning is fun!

Customers Talk, We Listen

Quality First, ALWAYS!
We base our strategic plan on the Voice-of-the-Customer.
Robust, repeatable processes yield superior Quality, Delivery, and Cost that satisfy our customers beyond their expectations.

Continuous Improvement (Kaizen) is Our Way of Life

The Danaher Business System IS our culture.
We aggressively and continuously eliminate waste in every facet of our business processes.

Leading Edge Innovation Defines Our Future

We continuously apply our creativity to the technologies of products, services, and processes.
Out-of-the Box ideas, both large and small, add value to our enterprise.
We accomplish "breakthroughs" through the Policy Deployment process.

We Compete For Shareholders

Profits are important because they attract and retain loyal shareholders.

The Boeing Company

Values

Leadership

We will be a world-class leader in every aspect of our business — in developing our team leadership skills at every level; in our management performance; in the way we design, build and support our products; and in our financial results.

Integrity

We will always take the high road by practicing the highest ethical standards and by honoring our commitments. We will take personal responsibility for our actions and treat everyone fairly and with trust and respect.

Quality

We will strive for continuous quality improvement in all that we do, so that we will rank among the world's premier industrial firms in customer, employee and community satisfaction.

Customer satisfaction

Satisfied customers are essential to our success. We will achieve total customer satisfaction by understanding what the customer wants and delivering it flawlessly.

People working together

We recognize that our strength and our competitive advantage is — and always will be — people. We will continually learn, and share ideas and knowledge. We will encourage cooperative efforts at every level and across all activities in our company.

A diverse and involved team

We value the skills, strengths and perspectives of our diverse team. We will foster a participatory workplace that enables people to get involved in making decisions about their work that advance our common business objectives.

Good corporate citizenship

We will provide a safe workplace and protect the environment. We will promote the health and well-being of Boeing people and their families. We will work with our communities by volunteering and financially supporting education and other worthy causes.

Enhancing shareholder value

Our business must produce a profit, and we must generate superior returns on the assets entrusted to us by our shareholders. We will ensure our success by satisfying our customers and increasing shareholder value.

Core competencies

Detailed customer knowledge and focus
We will seek to understand, anticipate and be responsive to our customers' needs.

Large-scale systems integration
We will continuously develop, advance and protect the technical excellence that allows us to integrate effectively the systems we design and produce.

Lean enterprise
Our entire enterprise will be a lean operation, characterized by the efficient use of assets, high inventory turns, excellent supplier management, short cycle times, high quality and low transaction costs.

Strategies

Run healthy core businesses

Leverage strengths into new products and services

Open new frontiers

People working together as a global
enterprise for aerospace leadership

General Electric

Although it isn't labeled a mission statement on their website, it is still a pretty good indicator of what their mission is:

Values - *Imagine, solve, build and lead - four bold verbs that express what it is to be part of GE. Their action-oriented nature says something about who we are - and should serve to energize ourselves and our teams around leading change and driving performance.*

For more than 125 years, GE has been admired for its performance and imaginative spirit. The businesses that we invent and build fuel the global economy and improve people's lives.
Today, we are 11 technology, services and financial businesses with more than 300,000 employees in 160 countries around the world.

What unifies us? Our Actions and Values.

What we do and how we work is distinctly GE. It's a way of thinking and working that has grounded our performance for decades. It's a way of talking about our work and ourselves that takes the best from our past and expresses it in the spirit and language of GE today. It's about who we are, what we believe, where we're headed, how we'll get there. It's how we imagine, solve, build and lead.

Imagine.

From the very beginnings of our company, when Thomas Edison was changing the world with the power of ideas, GE has always stood for one capability above all others - the ability to imagine.

Imagine is a sense of possibility that allows for a freedom beyond mere invention. Imagine dares to be something greater.

At GE, Imagine is an invitation to dream and do things that you didn't know you could do. Because at GE the act of imagining is fused with empowerment - the confidence that what we imagine, we can make happen.

Solve.

Every business has to have a reason to exist - a reason that answers the fundamental question of "why are we here?"

For GE, the big question has a simple answer: We exist to solve problems - for our customers, our communities and societies, and for ourselves.

Build.

From 0 to 60 in six seconds? Try zero to $5 billion in five years.

It's not so much a vision for our future - where we're headed is in many ways a reflection of where we've already been. It's not a destination. It's a quest. A quest for growth. And when we look to the future, we know that for us, there's only one way to get there. Build.

Lead.

Imagine. Solve. Build. Each of these is merely a word without one vital element. Lead. GE is already synonymous with leadership. But with this mantle comes responsibility. And it's not just a responsibility to maintain the status quo or manage what worked yesterday. It's the bigger responsibility to change.

Because change is the essence of what it means to lead.

It's a call to action that engages our unceasing curiosity, our passion, and our drive to be first in everything that we do.

We Are a Company to Believe In.

Imagine.

Build.

Solve.

Lead.

In the end, our success is measured not only by our ability to think big, dazzling thoughts, but by our commitment to sweat the small stuff that brings ideas to life. It's a way - thinking and doing - that has been at the heart of GE for years.

The worth of this framework is how we translate it into our own personal work ethic and then extend it to our teams, businesses, cultures and different regions of the world. It's

permission to cast aside any approach that seems dated - to imagine, solve, build and lead a better way of doing things.

Values

While GE has always performed with integrity and values, each business generation expresses those values according to the circumstances of the times. Now more than ever the expression and adherence to values is vital.

More than just a set of words, these values embody the spirit of GE at its best. They reflect the energy and spirit of a company that has the solid foundation to lead change as business evolves. And they articulate a code of behavior that guides us through that change with integrity.

The words reflected here represent a revitalization of our values. They are a call to action that asks every GE employee to recommit to a common set of beliefs about how we work in our world today. And while some of these words are new in their expression, they are based on a continuum of how GE has grown and performed through generations.

They are our words and our values... in our own voice.

Passionate
Curious
Resourceful
Accountable
Teamwork
Committed
Open
Energizing

Always With Unyielding Integrity