

Attachment: Present the mission(s)

Number of methodological Tool	EUPANEXT_LO_169_M_001_Att_1
Work Area Code and Title	22 PA as a manager
Unit Code and Title	5.7 Act as a manager



- 1) Life is Good: "To spread the power of optimism."
- 2) sweetgreen: "To inspire healthier communities by connecting people to real food."
- 3) Patagonia: "Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis."
- 4) American Express: "We work hard every day to make American Express the world's most respected service brand."
- 5) Warby Parker: "To offer designer eyewear at a revolutionary price, while leading the way for socially-conscious businesses."
- 6) InvisionApp: "Question Assumptions. Think Deeply. Iterate as a Lifestyle. Details, Details. Design is Everywhere. Integrity."
- 7) Honest Tea: " ... to create and promote great-tasting, healthy, organic beverages."
- 8) IKEA: "To create a better everyday life for the many people."
- 9) Nordstrom: " ... to give customers the most compelling shopping experience possible."
- 10) Cradles to Crayons: " ... provides children from birth through age 12, living in homeless or low-income situations, with the essential items they need to thrive – at home, at school and at play."
- 11) Universal Health Services, Inc.: "To provide superior quality healthcare services that: PATIENTS recommend to family and friends, PHYSICIANS prefer for their patients, PURCHASERS select for their clients, EMPLOYEES are proud of, and INVESTORS seek for long-term returns."



12) JetBlue: " ... to inspire humanity – both in the air and on the ground."

