

Google's Vision Statement & Mission Statement

Updated Jan 28, 2017

Google's vision statement and mission statement emphasize innovation and excellence. The firm's strategic objectives are also based on its mission statement and vision statement. (Photo: Public Domain)

Google's mission statement and vision statement reflect the powerful position of this company in terms of what it wants to achieve. Founded in 1998, the company has been following its mission statement and vision statement, leading to its current position as one of the most valuable brands in the world. Google's mission statement defines the strategies of the business, such as the development of new products. In a similar way, the company's vision statement pushes the organization to achieve new heights, such as through rapid innovation. The success of Google is directly connected to the efforts of the company to fulfill its mission statement and vision statement.

Google follows its vision statement and mission statement through its generic strategy and intensive growth strategies. These statements are used as basis for the company's strategic choices.

Google's Vision Statement

Google's vision statement is "to provide access to the world's information in one click." The company's nature of business is a direct manifestation of this vision statement. For instance, Google's most popular product is its search engine service. This product enables people to easily access information from around the world.

Google's Mission Statement

Google's mission statement is "to organize the world's information and make it universally accessible and useful." Ever since its beginnings, the company has focused on developing its proprietary algorithms to maximize effectiveness. Google continues to focus on ensuring that people access the information they need.

References

- Amabile, T. (2012). To Give Your Employees Meaning, Start With Mission. Harvard Business School.
- Google Inc. (2014). Google Inc. Form 10-K, 2014.
- Google Inc. (2015). Company – Google.
- Holland, K. (2007). In Mission Statements, Bizspeak and Bromides. The New York Times.
- Kirkpatrick, S. A., Wofford, J. C., & Baum, J. R. (2002). Measuring motive imagery contained in the vision statement. The Leadership Quarterly, 13(2), 139-150.
- Kotter, J. (2013). Your Company Vision: If It's Complicated, It Shouldn't Be. Forbes.
- Lagace, M. (2003). Guiding Growth: How Vision Keeps Companies on Course. Harvard Business School.
- Williams, L. S. (2008). The mission statement A corporate reporting tool with a past, present, and future. Journal of Business Communication, 45(2), 94-119.

Tags: Case Study & Case Analysis, Google, Leadership, Strategy, Vision and Mission Statements

COPYRIGHT NOTICE:

This article may not be reproduced, distributed, or mirrored without written permission from Panmore Institute and its author/s. Copyright by Panmore Institute - All rights reserved. Small parts of this article may be quoted or paraphrased for research purposes, as long as the article is properly cited and referenced together with its URL/link.

From <<http://panmore.com/google-vision-statement-mission-statement>