

Lesson 15: Corporate Mission

By Xandra

1. Dialogue

First, repeat after your tutor. Then, practice each role.

Jack is a trainer at Ample Computers, and part of the program is to discuss the company's mission and vision. The mission statement is written in the training manual.

Jack: Asuka, kindly read the company's vision and business idea to the group.

Asuka: (reading from a piece of paper) At Ample Computers, our mission is to create a better life for many people. We support this vision by offering a wide range of well-designed, functional machines at low prices, so that many people will be able to afford them.

Jack: Thank you, Asuka. What are the words that get your attention?

Asuka: Those would be 'better life', 'functional machines' and 'low prices'. These words apply to my lifestyle.

Jack: What do you think about Ample's mission statement?

Asuka: I think common everyday words appeal to the customers. It's clear that Ample's management **aimed at** tech consumers when they wrote the mission statement.

Jack: You're absolutely right.

2. Today's Phrase

First, repeat after your tutor. Then, make a few sentences using Today's phrase.

1. The group of leaders **aimed at** finding an agreeable solution for Syria.
2. The renovation plans **aimed at** strengthening the structure's foundation.
3. The peace negotiations **aimed at** freeing the prisoners of war.

* **aim at ~ / ~を指す、~を狙う**

3. Your Task

You are helping a friend (=your tutor) come up with a good corporate mission statement. She grows and sells organic vegetables, and she'd like to post the mission statement on her website. Suggest a good mission statement for her company.

4. Let's Talk

If you had your own business, what would the mission statement be?

Why do you think most mission statements are long and uninteresting?

To whom should companies address a mission statement: employees or customers? Explain your answer.

5. Today's photo

Describe the photo in your words as precisely as possible.



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