

Lesson 15: Corporate Mission

By Xandra

1. Dialogue

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

Jack and Asuka belong to the Marketing Department of Ample Computers. They're brainstorming ideas on how to present the company's mission statement on Ample's website.

Jack: The managers would like us to come up with new designs for the website. They want a fresh look to attract young tech consumers.

Asuka: That means we'll have to scrap the old design and start **from scratch**. Are there any specific instructions?

Jack: They would like the main page to include the mission statement of the company. They also said that the mission statement should be the focal point of the main page.

Asuka: Could you read the mission statement to me again?

Jack: It says, "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 prices so low that as many people as possible will be able to afford them."

Asuka: In reality, customers are not interested in the mission statement.

Jack: That's right. So, we should create a glittering main page. At the center we could have the mission statement, bright and colorful.

Asuka: I disagree. Our mission statement should be treated with utmost respect. After all, it is the very foundation of Ample Computers.

Jack: You're right. Let's think along the lines of elegance.

Asuka: You got it. It should be modern and decent, yet attractive enough for the young customers.

2. Today's Phrase

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

1. After the business failed, they decided to reorganize and start **from scratch**.
2. I accidentally deleted my report in the computer. I have to do it over **from scratch**.
3. He established a company **from scratch**.

* **from scratch** / ゼロから、最初から

3. Your Task

You are a famous CEO of a chain of restaurants in Japan. You are currently being interviewed for a TV show. Your interviewer (=your tutor) has asked you to talk about the vision and mission of your company. Talk about these things in the most professional way.

4. Let's Talk

Talk about your company's mission statement to your tutor.

Do you think that your company is on the right track with its mission and vision? Why do you say so?

What is the purpose of having a mission statement in a company?

5. Today's photo

Describe the photo in your words as precisely as possible.



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