

Core Values/ Core Purpose/ BHAG Examples #1



- Making Magic out of the Mercantile
- Everything we do is about getting people to be more open, more creative, more courageous...
- Embodying all the traits that make a fast company
- Fueling China's Internet boom – and boldly moving West
- Speeding up genetic sequencing
- Brightening up the sun-power business
- Being the only TV network to delight with digital
- Relentlessly reinventing higher ED, online and off
- Turning an 80-year old school into a modern education powerhouse
- Learning as you learn online
- Making it easy to let any doer teach
- Becoming a social hub for homework help, course selection note taking and scholarships
- Making the world's cheapest tablet computer (\$35) for Indian students
- Bringing live online video teaching to elite private graduate schools
- Finding the fun in building vocabulary
- We want to create the business model that blows up our current business model
- Boosting the art and technology of electric vehicles
- Stoking insatiable, year round demand for professional football
- Selling more by encouraging customers to buy less
- Matching technology with critical transplant needs
- Inventing the next-generation Chinese fashion brand
- Creating the world's largest user-generated shoppable magazine
- Bringing runway styles to the consumer – without the six-month waiting period
- Creating a digital media brand and making heritage hip
- Greening our jeans with its Water<Less denim collection
- Delivering artisan craftsmanship from around the world to the mass market
- Swapping sleepy designs for bold prints and youthful silhouettes
- Giving consumers the power to design and buy their own creations online
- Styling products beautiful enough to wear
- Refocusing the photo-taking experience
- Bringing iPod style and smarts to the home thermostat
- Expanding the Kindle to be more than just an e-reader
- Moving its users to get healthy
- Turning sophisticated sleep science into an accessory
- Reviving made-in-America audio technology
- Turning spare rooms into the world's hottest hotel chain

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'Manage Activities – Inspire People'