Examples of Visions, Missions and Core Values of different organizations

**International Union against Tuberculosis and Lung Disease**

*Vision:*  
"Health solutions for the poor."

*Mission:*  
"The Union brings innovation, expertise, solutions and support to address health challenges in low- and middle-income populations."

*Values:*  
Quality – we deliver our services and products to the highest possible standards.  
Accountability – we are responsible stewards of resources and deliver on our commitments.  
Independence – we maintain the freedom to pursue innovation and are guided by the best evidence to improve the health of the poor.  
Solidarity – we stand together as one Union to overcome the greatest challenges to improve health among the communities we serve.


**Centers for Disease Control and Prevention:**

*Vision:*  
"Health Protection...Health Equity"

*Mission:*  
Collaborating to create the expertise, information, and tools that people and communities need to protect their health – through health promotion, prevention of disease, injury and disability, and preparedness for new health threats.

*Values:*  
Accountability – As diligent stewards of public trust and public funds, we act decisively and compassionately in service to the people’s health. We ensure that our research and our services are based on sound science and meet real public needs to achieve our public health goals.  
Respect – We respect and understand our interdependence with all people, both inside the agency and throughout the world, treating them and their contributions with dignity and valuing individual and cultural diversity. We are committed to achieving a diverse workforce at all levels of the organization.  
Integrity – We are honest and ethical in all we do. We will do what we say. We prize scientific integrity and professional excellence.


**Philips**

*Vision:*  
"In a world where complexity increasingly touches every aspect of our daily lives, we will lead in bringing sense and simplicity to people."

*Mission:*  
"Improve the quality of people’s lives through timely introduction of meaningful innovations."

*Core values:*
Delight customers – We anticipate and exceed customer expectations by creating superior customer experiences based on deep insights. We do this by focusing continually on “Sense and Simplicity”, and act as “One Philips” ambassadors all the time.

Deliver great results – We continually raise the bar, playing to win and setting ourselves ambitious targets. By challenging the status quo, we are free to experiment in new ways to achieve exciting and unexpected results. Throughout it all, we take clear decisions and implement them with speed and discipline.

Develop people – We get the best from ourselves and each other by attracting the best players to create strong and diverse teams. We also take risks by stretching people with assignments that accelerate their development, and invest significant time to coach and recognize our employees.

Depend on each other – We deliver more value by working together as “One Philips”. We trust and empower each other to contribute our best, forming teams and allocating resources to the most promising opportunities.