|  |  |
| --- | --- |
| **3 M** | To solve unsolved problems innovatively |
| **Boeing** | To push the leading edge of aviation, taking on huge challenges and doing what others cannot do |
| **Merck** | To preserve and improve human life |
| **Nike** | To experience the emotion of competition, winning, and crushing competitors |
| **Telecare** | To help people with mental impairments realize their full potential |
| **Teaching Co.** | To ignite in all people the passion for learning |
| **Sony** | To experience the sheer joy of advancing and applying technology for the benefit of the public |
| **Walt Disney** | To make people happy |
| **Fannie Mae** | To strengthen the social fabric by democratizing home ownership |
| **Times Mirror** | To contribute to the performance of the communities we serve |
| **Marriott** | To make people away from home feel they are among friends and really wanted |
| **Mark Kay** | To give unlimited opportunity to women |
| **McKinsey** | To help leading corporations and governments be more successful |
| **Taylor Corp** | To provide entrepreneurial opportunity and security for our people |
| **WL Gore** | To have fun doing innovative things that make money |
| **Israel** | To provide a secure place on Earth for the Jewish people |
| **Patagonia** | To be a role model and tool for social change |
| **Univ. of Texas** | To transform lives through inspired learning |
| **Wal-Mart** | To give ordinary folk the chance to buy the same things as rich people |

**Examples of Core Purpose**

(From Built to Last and Good to Great)