Visions That Changed The World

- ***Microsoft Original Vision Statement:*** A PC on every desk and in every home.

- ***Starbucks Coffee Company (Howard Schultz):*** 2000 stores by the year 2000.

- ***Google:*** To organize the world's information and make it universally accessible and useful.

- ***Southwest Airlines:*** To provide the best service and lowest fares to the short haul, frequent-flying, point-to-point, non-interlining traveler.

- ***Martin Luther King.*** I have a dream that one day on the red hills of Georgia, the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood.

- ***Yahoo Search:*** To enable people to find, use, share, and expand all human knowledge.

- ***Wal-Mart Original Principles***: Provide the customer with value and service in a clean and friendly shopping environment; create a partnership with associates; and maintain commitment to the community.

- ***Toyota:*** To become the most successful and respected car company in each market around the world by offering customers the best purchasing and ownership experience.

- ***Henry Ford:*** When I'm through...everyone will have one.

- ***JFK.*** But if I were to say, my fellow citizens, that we shall send to the moon, 240,000 miles away from the control station in Houston, a giant rocket more than 300 feet tall, the length of this football field, made of new metal alloys, some of which have not yet been invented, capable of standing heat and stresses several times more than have ever been experienced, fitted together with a precision better than the finest watch, carrying all the equipment needed for propulsion, guidance, control, communications, food and survival, on an untried mission, to an unknown celestial body, and then return it safely to earth, re-entering the atmosphere at speeds of over 25,000 miles per hour, causing heat about half that of the temperature of the sun--almost as hot as it is here today--and do all this, and do it right, and do it first before this decade is out--then we must be bold.