

CIO – Corporate innovation online Innovation management best practices

Uber's draft mission statement, drawn from a renowned health organization

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Could Uber learn something about 'core values' by referencing a mission statement from a very large teaching hospital in Toronto, Canada? Have a look!

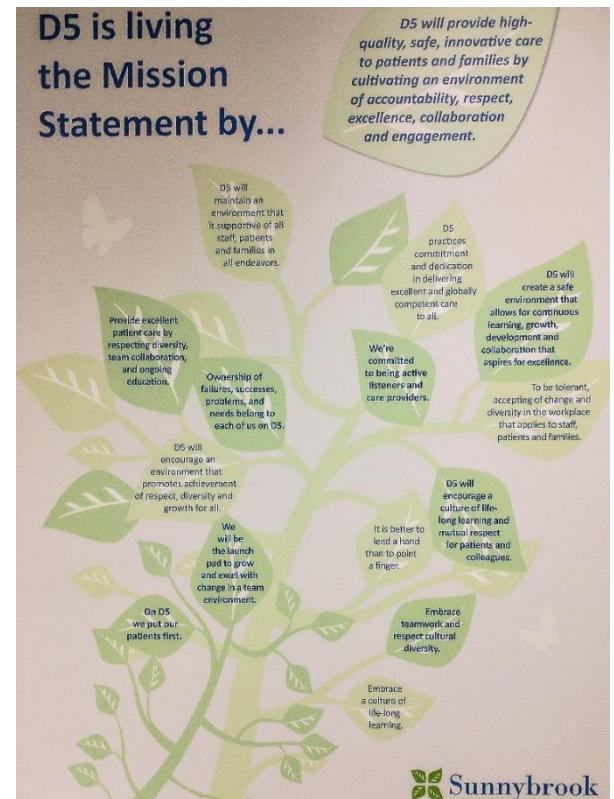
D5 is just one of the 'wings' in the hospital.

What Uber might try!

A first draft of Uber's mission statement/core values

Uber will

- provide high-quality, safe, transportation to customers by cultivating an environment of accountability, respect, and excellence in service
- encourage that the ownership of failures, successes, and problems and solutions lies with Uber
- put its customers first
- create, for its workers, drivers, staff at large, a safe working environment
- be tolerant and accepting of change in the work environment that applies to staff and customers
- listen to its customers and staff
- be committed to delivering an excellent service globally
- embrace teamwork and respect cultural diversity
- be the launch pad to grow and excel in its chosen services and markets
- respect the legal framework within each market jurisdiction but work to change where necessary to accomplish its objectives
- make excellence in innovation a hall mark of its core values



Building, sustaining, and articulating innovation management best practices

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You **can't easily read** the Sunnybrook mission statement so here it is.

- D5 will provide high-quality, safe, innovative care to patients and families by cultivating an environment of accountability, respect, excellence, collaboration and engagement.
- D5 will maintain an environment that is supportive of all staff, patients and families in all endeavors.
- Provide excellent patient care by respecting diversity, team collaboration, and ongoing education.
- Ownership of failures, successes, problems, and needs belong to each of us on D5.
- D5 will encourage an environment that promotes achievement of respect, diversity for all.
- We will be the launch pad to grow and excel with change in a team environment.
- On D5 we put our patients first.
- D5 practices commitment and dedication in delivering excellent and globally competent care to all.
- We're committed to being active listeners and care providers.
- D5 will create a safe environment that allows for continuous learning, growth, development and collaboration that aspires excellence.
- To be tolerant, accepting of change and diversity in the workplace that applies to staff, patients and families.
- D5 will encourage a culture of life-long learning and mutual respect for patients and colleagues.
- It is better to lend a hand than to point a finger.
- Embrace teamwork and respect cultural diversity.
- Embrace a culture of life-long learning.

Yes, it is long and there are many duplications, but as a guide for Uber, there are some key statements which Uber could think about.

Let us know what you think; pcwhite@corporateinnovationonline.com