



## **Ben & Jerry's Ice Cream**

“To make, distribute, and sell the best quality all natural ice cream and euphoric concoctions with a continued commitment to incorporating wholesome, natural ingredients and promoting business practices that respect the Earth and the Environment.”

## **Regular (Annual) Reviews**

It's important for RSOs that see a lot of turnover to adopt a regular review of the mission statement. By regularly reviewing an organization's mission statement you can ensure it remains relevant, inspiring, and responsive to the members' motivations.

**ALWAYS KEEP IN MIND:  
WHAT MOTIVATES ME?  
WHAT MOTIVATES OTHERS?**