Purpose, Vision, Mission, Values
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We have a clear and long-term strategic framework. This is the foundation which helps us to make the right choices, focus on our strategic priorities and pursue our ambitions for the future.

**PURPOSE**

Creating sustainable value

We want to create value – for our customers and our consumers, for our teams and our people, for our shareholders as well as for the wider society and communities in which we operate.

**VISION**

Leading with our innovations, brands and technologies

We are the global leader with our adhesives business, offering an unparalleled breadth of technologies serving all global markets and industries.

In our consumer businesses, we also hold leading positions in many markets and categories around the world.

For us, “leading” exceeds the definition of being the number one in terms of market share or size. While strong positions in attractive markets are important, it takes more to be “leading with innovations, brands and technologies.”

It requires leadership in value creation, responsiveness to volatile markets and changing customer and consumer demands as well as in innovation, quality, service and sustainability.

**MISSION**

Serving our customers and consumers worldwide as the most trusted partner with leading positions in all relevant markets and categories – as a passionate team united by shared values.

**VALUES**

- Customers and Consumers
- People
- Financial Performance
- Sustainability
- Family Business

Our values guide all our actions, decisions and behaviors. Every day, we need to take decisions in a highly volatile environment. At the same time, we are highly diverse. We come from diverse cultural backgrounds, have different experiences and we operate in a broad range of markets and industries. That’s why clear values which are shared, understood and lived by everyone at Henkel are so important for our future success.
We put our **customers** and **consumers** at the center of what we do

We anticipate, respond to and exceed our customers’ and consumers’ expectations by providing the best value, quality, service and winning innovations, brands and technologies to create sustainable value.

We hold our customers and consumers in the highest regard and place them at the center of what we do. This is vital to our long-term success as a company. In order to offer the best products and winning innovations, as well as the highest quality and outstanding service, we need to understand our customers and consumers better than our competitors do. If we succeed in this, we will be able to drive profitable growth with leading positions in all relevant markets and categories globally.
We value, challenge and reward our people

We are a global team united by a strong set of values. We treat each other with respect, develop our capabilities and promote diversity in all relevant dimensions. We take personal responsibility, always act with integrity and lead by example.

At Henkel, every employee can make a difference. We promote diversity of our employees in all relevant dimensions. Their experiences, knowledge and creativity are the foundation for our competitive advantage. We value, challenge and reward all employees, encouraging them to deliver excellent performance and create sustainable value. Each employee is expected to set a good example, take personal responsibility for her/his individual development, act with integrity and perform to high standards.
FINANCIAL PERFORMANCE

We drive excellent sustainable financial performance

We are a performance-driven company, committed to creating sustainable value, delivering excellent financial results and providing a competitive return to our shareholders.

We are pursuing our strategic priorities in order to achieve our financial targets and ensure the long-term success of our company. Excellent financial performance and sustainable value creation allow us to act more flexibly in the future, and enable healthy and profitable growth. This will benefit not only our shareholders but also our employees and the communities in which we operate.
SUSTAINABILITY

We are committed to leadership in sustainability

We aim to create sustainable value with everything we do – together with our employees, partners and stakeholders. We take responsibility for the safety and health of our employees, customers and consumers, the protection of the environment and the quality of life in the communities in which we operate.

Henkel strives to create a balance between people, planet and profit. A strong commitment to sustainability has always been a major driver of our successful performance. We take a long-term, entrepreneurial approach toward all elements of sustainability, aiming not just to comply with existing standards but also to shape new ones.
We have a proud tradition as a family business with the purpose to create sustainable value. Guided by our values, we pursue our long-term vision for our company. Together with our solid financial basis, this forms the foundation on which we build our successful future.

Since Henkel was founded in 1876, the Henkel family has shown its continued commitment to the company, enabling us to operate with a long-term perspective. Our shared values and mutual trust unite us in pursuing a common purpose: to create sustainable value for future generations.
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