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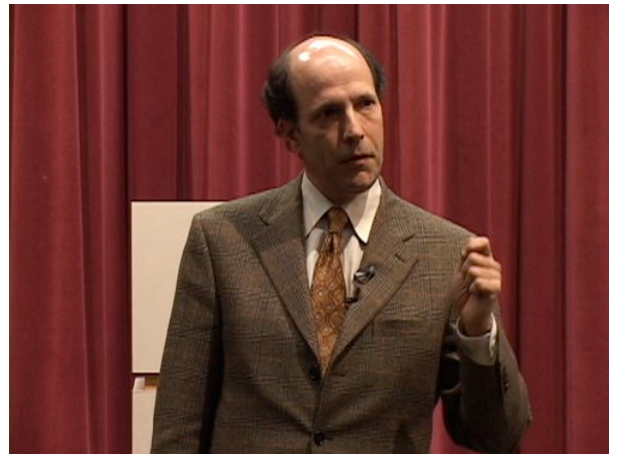
Simple Mission Statement

John Roos, *Wilson Sonsini Goodrich & Rosati*

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Video URL: <http://ecorner.stanford.edu/videos/1457/Simple-Mission-Statement>

John Roos, chief executive officer of Wilson Sonsini Goodrich & Rosati, recommends having a simple mission statement when thinking about a business. You have to know what you are good at, where your core strengths lie, have a game plan and then stick with it, he says.



Transcript

So one thing I think you can learn if you guys are thinking about business is a little bit from what we did at Wilson Sonsini because we have always had a very simple mission statement and we've kept with it throughout the years as many changes and many things have come and gone. Our mission statement is to be the leading technology, life science and emerging growth lawyers. That's it. We wanted to be the leading lawyers to the technology, life science and emerging growth industries. The one thing we have learned is stick with what you're good at, go with your core strengths, know where you're headed, have a game plan and stick with it. We have done that despite the fact that people have said to us you should become a diversified law firm. You something go into asbestos litigation. You should do this, that or the other thing. But we have had a simple model all the way along.