

[About us](#)

Corporate objectives

[» Return to original page](#)

"It is necessary that people work together in unison toward common objectives and avoid working at cross purposes at all levels if the ultimate in efficiency and achievement is to be obtained."

– Dave Packard



HP's Corporate Objectives have guided the company in the conduct of its business since 1957, when first written by co-founders Bill Hewlett and Dave Packard.

Customer loyalty

To provide products, services and solutions of the highest quality and deliver more value to our customers that earns their respect and loyalty.

Underlying beliefs supporting this objective:

- Our continued success is dependent on increasing the loyalty of our customers.
- Listening attentively to customers to truly understand their needs, then delivering solutions that translate into customer success is essential to earn customer loyalty.
- Competitive total cost of ownership, quality, inventiveness, and the way we do business drives customer loyalty.

Profit

To achieve sufficient profit to finance our company growth, create value for our shareholders and provide the resources we need to achieve our other corporate objectives.

Underlying beliefs supporting this objective:

- Profit is the responsibility of all.
- Balance of long-term and short-term objectives is key to profitability.
- Profit allows us to reinvest in new and emerging business opportunities.
- Profit is highly correlated to generating cash, which brings more flexibility to the business at a lower cost.
- Profit enables the achievement of our corporate objectives.

Market leadership

To grow by continually providing useful and significant products, services and solutions to markets we already serve—and to expand into new areas that build on our technologies, competencies and customer interests.

Underlying beliefs supporting this objective:

- There are more places we can contribute than we will be capable of contributing: We must focus.
- To be average in the marketplace is not good enough, we play to win.
- We must be No. 1 or No. 2 in our chosen fields.

Growth

To view change in the market as an opportunity to grow; to use our profits and our ability to develop and produce innovative products, services and solutions that satisfy emerging customer needs.

Underlying beliefs supporting this objective:

- Growth comes from taking smart risks, based on the state of the industry—that requires both a conviction in studying the trends, but also in inducing change in our industry.
- Our size (and diversity of businesses) gives us an ability to weather economic cycles and turn them to our favor.

Employee commitment

To help HP employees share in the company's success that they make possible; to provide people with employment opportunities based on performance; to create with them a safe, exciting and

inclusive work environment that values their diversity and recognizes individual contributions; and to help them gain a sense of satisfaction and accomplishment from their work.

Underlying beliefs supporting this objective:

- HP's performance starts with motivated employees; their loyalty is key.
- We trust our employees to do the right thing and to make a difference.
- Everyone has something to contribute: It's not about title, level or tenure.
- An exciting, stimulating work environment is critical to invention.
- A diverse workforce gives us a competitive advantage.
- Employees are responsible for lifelong learning.

Leadership capability

To develop leaders at every level who are accountable for achieving business results and exemplifying our values.

Underlying beliefs supporting this objective:

- Leaders inspire, foster collaboration and turn vision and strategies into action—with focused, clear goals.
- Effective leaders coach, relay good news and bad, and give feedback that works.
- Leaders demonstrate self-awareness and a willingness to accept feedback and continuously develop.
- Leaders speak with one voice and act to eliminate busy work.
- It is important to measure people on the results they achieve against goals they helped to create.

Global citizenship

Good citizenship is good business. We live up to our responsibility to society by being an economic, intellectual and social asset to each country and community in which we do business.

Underlying beliefs supporting this objective:

- The highest standards of honesty and integrity are critical to developing customer and stakeholder loyalty.
- The betterment of our society is not a job to be left to a few; it is the responsibility to be shared by all.
- This objective is essential to delivering on the brand promise.

[» Return to original page](#)

[Privacy statement](#)

[Using this site means you accept its terms](#)

[Feedback to webmaster](#)

© 2008 Hewlett-Packard Development Company, L.P.