

# **Vision, Values & Strategic Pillars**



**VISION**

**Renew the mind, body, and spirit to inspire a better world.**

**VALUES**

**Live Fully**

**Honor People and Place**

**Take the Long View**

**Pursue Excellence**

**STRATEGIC PILLARS**

**INSPIRING GUESTS**

**SUPPORTING TEAMMATES**

**ELEVATING COMMUNITIES**

**WORLD-CLASS OPERATIONS**

# Our Values

**LIVE FULLY**

**HONOR PEOPLE AND PLACE**

**TAKE THE LONG VIEW**

**PURSUE EXCELLENCE**



# Our Values

## LIVE FULLY

We nurture every aspect of ourselves, allowing us to become most complete as people, citizens, and teammates. We are purposeful about working here, bring our passions to work, and aspire to lead big, well-rounded lives.

## TAKE THE LONG VIEW

We prioritize people, the planet, and our business, investing today for bigger impacts tomorrow. We do it with integrity, even when it's uncomfortable. "Staying in business forever" defines the timeline of our strategic approach, and we understand that short-term thinking can short-circuit long-term impact.

## HONOR PEOPLE AND PLACE

We respect our surroundings and are deeply committed to being part of the communities in which we operate, building on what came before us. We celebrate that each person is unique and brings value and diverse perspectives to the organization. We nurture lasting, trusting relationships between our teammates, our guests, our communities, and the world around us.

## PURSUE EXCELLENCE

We advance the standard in everything we do, from the quality of our products to the sustainable innovations in our physical design to the way we treat customers, which creates an ongoing competitive advantage. We embrace continuous, incremental improvement but move boldly and quickly when necessary.



# We are and will always be values based

What our leaders said:

“Our actions speak louder than words.”

“Values inform how we operate, build relationships, speak authentically, take risk, empower each other.”

“We treat our people well and spread that to customers.”

“Long-term thinking and doing the right thing for our guests, employees, and community.”

“We are innovative because people have ownership.”



# Our Strategic Pillars

Our strategic pillars represent the outcomes that bring our vision to life. They directly inform the initiatives that will build and continue to evolve the enterprise.

The pillars are an extension of what has made the company successful for the past 75 years and what will drive new and continued success for the next 75.



# Our Strategic Pillars

## INSPIRING GUESTS

We create unique products, services, and experiences and use our voice to inspire new perspectives for our guests. Our goal is to **impact the way our guests see the world.**

## SUPPORTING TEAMMATES

**Working here is more than a job, and our people are at the center of everything we achieve.** We invest in our teams to create an environment that keeps us connected to each other, to nature, and our vision.

## ELEVATING COMMUNITIES

We recognize the necessity of vibrant and healthy communities, and **roll-up our sleeves to support community wellbeing.** We engage in forums and local boards, open our doors to community efforts, and **partner locally to create models for the world.**

## WORLD-CLASS OPERATIONS

**We care, we invest, we learn, we practice, and we continuously improve to operate at our very best.** As the world and our business become more complex, the strength of our systems, our teams, and our ability to adapt are critical points of differentiation. By continuing to innovate, we serve our guests today and into the future.

