



## PURPOSE

"We change lives through holistic nutrition and clinical excellence."

## VALUES

1. **We look for the good:** "If you change the way you look at things, the things you look at change." Wayne Dyer
2. **We set goals:** "Once you make a decision, the universe conspires to make it happen." Ralph Waldo Emerson
3. **We listen and care:** "When you really listen to another person from their point of view, and reflect back to them that understanding, it's like giving them emotional oxygen." Stephen Covey
4. **We focus on priorities:** "The key is not to prioritize what's on your schedule, but to schedule your priorities." Stephen Covey
5. **We are problem solvers:** "Employers and business leaders need people who can think for themselves – who can take initiative and be the solution to problems." Stephen Covey
6. **We live the health principles we teach:** "The first wealth is health." Ralph Waldo Emerson
7. **We ask empowering questions:** "Successful people ask better questions, and as a result, they get better answers." Tony Robbins
8. **We over deliver:** "Do more than you are being paid to do, and you'll eventually be paid more for what you do." Zig Ziglar
9. **We respond positively in all situations:** "It's not the situation, but whether we react negative or respond positive to the situation that is important." Zig Ziglar
10. **We serve others:** "The best way to find yourself is to lose yourself in the service of others." Mahatma Gandhi
11. **We are grateful:** "Gratitude is the healthiest of all human emotions. The more you express gratitude for what you have, the more likely you will have even more to express gratitude for." Zig Ziglar
12. **We choose to be happy now:** "The greatest discovery of my generation is that a human being can alter his life by altering his attitudes." William James
13. **We practice big thinking:** "Let a man radically alter his thoughts and he will be astonished at the rapid transformation it will effect in the material conditions of his life." James Allen
14. **We give 5-star customer service:** "Statistics suggest that when customers complain, business owners and managers ought to get excited about it. The complaining customer represents a huge opportunity for more business. Zig Ziglar
15. **We are passionate about our work:** "Nothing great was ever achieved without enthusiasm." Ralph Waldo Emerson
16. **We analyze everything we do, so we can constantly improve:** "When performance is measured, performance improves. When performance is measured and reported, the rate of improvement accelerates." Thomas Monson

## MISSION/GOALS

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