



**Our Mission is to bring happiness, love and mind/body/spirit well-being to our guests, our team and the community. We provide a safe place for people to relax, heal, connect and grow. To fulfill this mission we practice the following core intentions:**

**#1 – Be Heart-Centered**

We truly care for one another and guests by creating an atmosphere of inclusivity, kindness and sincerity.

**#2 – Provide the best guest experience through “Knock-Your-Socks-Off Customer Service”**

Our goal is to create “Wow” experiences by being present to each guest. We go above and beyond for each other and every guest, and do all that we can to meet or exceed expectations. We commit to meeting people where they are by treating them how they want to be treated.

**#3 - Communicate openly, honestly and thoroughly**

We honor and respect different communication and conflict management styles. When there is a misunderstanding we find a solution that takes into account what both parties want. We practice being good listeners and using language that is constructive, safe and supportive. Our communications are thorough and timely.

**#4 - Make a positive impact on the community**

We exist to benefit others, beginning with our guests and our community. We encourage team members to donate their own services, with love. As we move forward, we continue to explore new opportunities for our team to be of service in our community.

**#5 - Build a positive team and family spirit**

To help create a positive team spirit, we not only work together but also have fun together. We create opportunities (i.e. team times) for team members to hang out, play and have fun together. As a team we practice greeting each other warmly, helping each other out, sharing a break or meal together, and truly caring for one another.

**#6 - Create fun and playfulness**

We look for both fun and humor in our daily work. Being a bit silly and seeing the fun side of things helps us all be more engaged at work and more creative in providing "WOW" experiences and finding solutions to challenges. We want Body & Soul to be a fun place to work and one that has a unique and memorable personality.

**#7 - Pursue personal and professional growth and development (invest in education & learning)**

As a mind-body-spirit wellness center, we value personal, professional and spiritual development. We encourage all team members to:

- a. do services with co-workers to learn something new.
- b. participate in in-house professional trainings.
- c. meet and exceed the minimum continuing education requirements of their field of expertise.

**#8 - Embrace accountability and integrity**

We work to foster accountability both individually and as a team. Our goal is to ensure that every task has a clearly defined person responsible for its completion. We hold one another accountable without blaming or criticizing.

**#9 – Do more with less/Improve efficiencies**

As a team, we believe in operational excellence and concentrate every day on finding ways to be more efficient in all areas of the business. We practice innovation and making incremental improvements in our processes, systems and in ourselves. We focus on conserving resources and putting in that little extra effort to get things done.