



# POWER OF PURPOSE

one team, one mission



**OUR VISION:**

To impact world health and free people from physical and financial pain, and in the process, create the largest health and wellness company in the world.

**OUR MOTTO:**

If it's not right for the customers, it's not right for the company.

**OUR VALUES:**

Health • Freedom • Innovation • Integrity • Contribution • Gratitude • Goal-Driven Purpose • Transformation • Leadership Development • Fun • Family

**GLOBAL FOCUS AREAS & KEY OBJECTIVES**



**GLOBAL HEALTH**

Cross the \$1 billion revenue mark

**INITIATIVES**

- Customer First
- New Market Launches
- New Product Launches
- Customer Retention Programs & Promotions
- Key Sales Levers



**OPERATIONAL EXCELLENCE**

Create a world-class infrastructure

**INITIATIVES**

- Corporate Sustainability
- Supply Chain Process Improvement
- IT, Customer Care & HR Initiatives



**EMPLOYEES & CUSTOMERS**

Improve alignment and communication

**INITIATIVES**

- Isagenix Events
- Isagenix.com Redesign
- What Drives Us
- Employee Meetings
- Cross-Functional Planning & Collaboration