



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 customer, it's not right for the company.

OUR VALUES:

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



GLOBAL HEALTH

Cross the \$1 billion revenue mark

INITIATIVES

- Customer First
- New Market Launches
- New Product Launches
- Customer Retention Programs & Promotions



OPERATIONAL EXCELLENCE

2016 OBJECTIVES

Create a world class infrastructure

INITIATIVES

- Corporate Sustainability
- IT, Supply Chain & HR Initiatives



EMPLOYEES & CUSTOMERS

Improve alignment and communication

INITIATIVES

- Isagenix.com Redesign
- Cross Functional Planning & Collaboration