

At Southwestern Family of Companies, our mission is to invest in purpose-driven people who are inspired to build principle-guided businesses that impact the world. We help people develop the skills and character they need to achieve their goals in life. Ultimately, we strive to positively impact the people and communities we serve worldwide.

As part of that pursuit, we believe in:

- An uncompromising commitment to operating with **integrity** and doing what we say we're going to do
- **Leading by example** because you can't teach what you don't know, and you can't lead where you won't go
- Setting goals, **using positive self-talk** and never limiting ourselves in what we can accomplish
- The power of **servicing others**; what we do is important
- **Giving** with little regard for what we might get back
- Being coachable and continually pursuing personal and professional **growth**
- **Seeing** people not just for who they are but also for who they can become
- The power of an **entrepreneurial spirit** and helping people reach their ultimate potential
- **Taking action** and operating with a sense of urgency
- Being good stewards of our resources and being **accountable** to our partners for our results
- Focusing on **what is right** and not who is right
- The power of **faith** and believing we are strong enough to overcome any obstacle
- Choosing a **great attitude** and always finding a way instead of an excuse
- Being customer-focused, service-minded and doing the **right thing** for our customers and team members; we are blessed by the efforts of those before us, and we want to pay it forward
- **Self-discipline** and that successful people form the habit of doing the things they know they should be doing, and becoming the best version of themselves
- Working to **recognize others** over seeking recognition for ourselves; we help people feel valued
- Having an **intentional focus on sales** and that each person is responsible for the growth of the company
- Using **principles** to guide our decision making
- Developing a lasting **relationship** with our team and treating team members like family members

Most of all, we believe in building purpose-driven people. We take pride in being the best company in the world at recruiting, training, and inspiring elite sales forces. We carry a special reverence for our heritage and work with intentional responsibility to preserve our legacy for those who will come after us. We value being an integral part of our family of companies and believe in the power of shared ownership as we strengthen and grow together.

We **INVEST** in building people. We **INSPIRE** people to achieve their goals in life. We positively **IMPACT** the world.

