



## VISION

### PURPOSE

#### Why We're Here

Our purpose is to provide elite formulations, unlock limiting mindsets, and uplift people to their highest potential.

### MISSION

#### What We Do

As a pillar of strength in people's lives, we inspire and empower individuals to live their best life; to have greater health, wealth, and happiness. We do this through innovative formulations, rewarding income opportunities, breakthrough mindset trainings, and uplifting support within our thriving purpose-driven community.

### CORE VALUES

#### How We Approach Each Day

#### GREATNESS •

Our highest potential is reached by helping others reach theirs. We know our greatest joy is found when serving others. We also know our comfort zones are secondary to serving.

#### VALIANT •

We strive to be Valiant and go the extra mile. When we slip, we get back up fast. We believe small steps are key to success. When things get tough, we stick with it!

#### GRATITUDE •

We strive to be grateful for others and present in all that we do.

#### LOVE •

The more we love, the more love we have to give. We start by finding the good in ourselves and others.

#### BUILD TRUST •

We assume positive intent and we're the first to extend trust. We build trust through open, kind, authentic communication. We notice and empower others, by listening, caring, and serving.

#### MASTERY •

When we step into each day of life, we step in to win. We choose to be the best version of ourselves by refining and improving each day. We strive to Win from Within by listening to courage, not doubt. By following our dreams, not excuses.

#### OWNERSHIP •

We take ownership in how things develop. We view profit as a necessity instead of the ultimate goal. We are open to feedback. We find a way to deliver results and have high quality outcomes.

#### INNOVATION •

We use data and experimentation to innovate and constantly improve. We value curiosity and a learning mindset. We strive for excellence and push beyond what we think we can do.

#### OPTIMISM •

We find the good in each day and face challenges with grit and optimism.

#### BE BELIEVING •

We press forward believing in great things to come and trust that a way is prepared for us to accomplish our highest potential.

#### FUN •

We make time to have fun and create ways to enjoy each day.

#### FORCE FOR GOOD •

We inspire individuals to bring out their best. We know the world changes one person at a time.