

WE ARE CLUB NORTHWEST

Club Northwest exists to witness, respect, and celebrate the love and wellness that is each of us and all of us as one.

Club Northwest offers to each serrior the opportunity to be part of a bigger wellness, to find their individual being and voice within that wellness, and to master the craft of serving others in wellness. Each Club Northwest serrior promises to practice love, honesty, integrity, respect, openness, coachability and commitment.

Together, we are well and we reach our full potential as individuals and as an organization. Together we are Club Northwest.

WE PLEDGE

We pledge to provide clean, innovative facilities and genuine care for our members, guests, and each other, inspiring wellness of body, mind, and spirit.



HIGHEST MISSION

**Our highest mission
is our member's and
guest's experience of
wellness here now.**



SERVICE STANDARDS

1. Greet each member and guest with a genuine smile and use their name.
2. Complete the member's or guest's needs, both anticipated and stated.
3. With a smile and using their name, wish the member or guest well and create a bridge to next time.



THE SERRIOR'S WAY

A WAY OF BEING • A PATHWAY FOR BECOMING

1. I seek wellness and happily share what I find.
2. Let wellness begin with me and grow with us.
3. I look for what is good. While looking, I sometimes find gaps. When I find a gap, I look inside myself to fill it.
4. I practice being present here now, including such habits as being focused on the task at hand, being on time, being coachable, being in the conversation, and doing complete work.
5. I am a student of the principles of positive psychology, applying them to expand my performance, success, and happiness.
6. I practice unity, creating openings with my words and my actions.
7. I build well relationships and a special bond between members, guests, and the Club Northwest brand.
8. I anticipate the needs of our members and guests, and am always looking for ways to pleasantly surprise them.
9. I understand my unique role in achieving our outcome of wellness for all and in living the Club Northwest serrior's way.
10. I always respond to the needs and desires of our members and guests, including owning and immediately resolving problems.
11. I continuously seek openings to innovate and improve the Club Northwest experience.
12. I create, attract, and manage an environment of teamwork and shoulder-to-shoulder service so that the needs of members, guests, and fellow serriors are fulfilled.
13. I have and appreciate the opportunity to learn and grow in wellness and service to others.
14. I am proud to be a Club Northwest serrior and of my professional appearance, language, and behavior.

15. I bring love, intent, and integrity to all policies and practices of Club Northwest, championing an environment in which all have the greatest opportunity to succeed.
16. I am involved in conversations and planning that affect me and my work.
17. I protect the privacy of our members and guests as well as my fellow serriors, and the organization's confidential information and assets.
18. I am responsible for uncompromising levels of cleanliness, safety, and an accident-free environment.
19. When I miss the mark, I don't miss the loving lesson. I use the experience to improve my own performance, and as an opening to create more effective department and company systems and practices, forever improving the member guest experience.
20. When I need renewal, I practice returning to my source of wellness. I happily share what I find.

A SERRIOR'S GUIDE TO CLUB NORTHWEST

PRACTICES TO BE LIVED IN TO



OUR COMPASS