

## OUR PURPOSE

To create amazing experiences that make people never want to leave.

## OUR VISION

To be known nationwide as the leader in hospitality management within amenitized, master-planned communities.

## CORE VALUES

Honesty and Integrity

Respect for Every Individual

Teamwork

Safety & Well-being

Competitive Spirit

## BUSINESS DRIVERS

1. Passion for the Customer

2. Team Member Excellence

3. Operational Excellence

4. Profitable Growth

## TEAM MEMBER PROMISE

**TO OURSELVES** Grow personally and professionally by always giving my best and seeking ways to improve.

**TO ONE ANOTHER** Offer mutual respect, a commitment to the Core Values, and frequent words of encouragement.

**TO OUR MEMBERS AND GUESTS** Enhance their lives by showing them every day how much we care.

By living these commitments, we know we will be successful at BlueStar and in life.

*BlueStar*  
RESORT & GOLF  
WE BRING TOGETHER WHAT BRINGS YOU TOGETHER

# BLUESTAR10

## 1 LIVE OUR CORE VALUES

Live our core values and strive to enhance people's lives.

## 2 100 PERCENT ACCOUNTABLE

Be 100% accountable; deliver on your promises and meet our high quality and performance standards.

## 3 THREE FEET GREET

Smile and provide a "Three Feet Greet" to create a positive environment.

## 4 EXECUTE SERVICE EXPERIENCE

Practice the three steps of service: use Members' names at least twice, escort Members with an open hand and practice "first and last."

## 5 FOCUS ON KNOWLEDGE, LEARNING AND IMPROVEMENT

Demonstrate the skills and knowledge to do your job and always seek continuous improvement.

## 6 COMMUNICATION ETIQUETTE

Answer phones within three rings with a smile, and written communications within 24 hours.

## 7 OWN AND RESOLVE

Own, resolve and use LAST - Listen, Acknowledge/Apologize, Solve, Thank - and "do the right thing" when addressing concerns.

## 8 TEAM MEMBER APPEARANCE

Smile and take pride in your appearance - understand you represent the image of your Club.

## 9 RELENTLESS FOCUS ON SAFETY

Take personal responsibility for uncompromising safety.

## 10 ZONE OF BEAUTY

Take personal responsibility for maintaining relentless focus on cleanliness and condition of our Clubs.