

# alpha@omega

gymnastics & dance e/c.  
*inspiring life-long adventures*

Course  
102

Core Purpose & Core Value



# Our Core Purpose & Goal



## ➤ Our Core Purpose

We exist to create unparalleled experiences, where any child can achieve success through positive, gymnastics and sports related activities that add value and enrichment for a lifetime.

## ➤ Our Goal

To simply offer the best program and to re-define what our customers (Child & Parents) expect in a children's fitness center. We will do this by continually focusing on our purpose and striving each and every day to meet and exceed their expectations. We will create and foster a culture of genuine care and acceptance in a fun-loving environment. Everything that we do and say will be to the glory of God.

**“Our love should not be just words and talk; it must be true love, which shows itself in action.”**

**1 John 3:18**

# Our Core Values - Cornerstone's



## ➤ Habit

- You never get a second chance to make a first impression. Staff Members must get in the habit and stay in the habit of living out the cornerstones of Alpha Omega. Their character must model our core values. Regardless of personal, physical, or emotional levels on any given day, our customers deserve to see energy, enthusiasm, and the pursuit of excellence. Staff Members must be committed and dedicated to consistently live out our purpose on a daily basis

## ➤ Belief

- Staff Members must believe in themselves, their abilities, their individual contributions, and the value of our program in the lives of our customers (Parent & Child). They must believe in the purpose and goals of Alpha Omega Gymnastics.

# Our Core Values - Cornerstone's



## ➤ Trust

- Trust is the foundation of our company. It is the glue that binds a staff into a team. If a Staff Member agrees that they will do something - They will do it! They will be trustworthy, dependable, and reliable. Their words and actions must be done so with the highest level of integrity.

## ➤ Positive Environment

- Staff Members must contribute to a positive work environment. They will passionately demonstrate an attitude of positivity through fun-loving, optimistic, nurturing, and cooperative actions.

# Our Core Values - Cornerstone's



## ➤ Teamwork & Collaboration

- Staff Members must engage with others as a unit, without ego, to pursue our purpose. It is amazing what can be accomplished when one doesn't care who gets the credit.

## ➤ Respect

- Staff Members must have unconditional respect for each other, our students, & our parents. Disagreements and conflict are a means of resolving problems and growing. Staff Members must also respect and revere the company's image, assets, and value system.

# Our Core Values - Cornerstone's



## ➤ Communication

- Communication must be open and honest. If there are any disagreements, Staff Members must go directly to the appropriate individual(s) and no one else. It must be done so in a spirit of seeking first to understand, then to be understood.

## ➤ Continuous Improvement

- Staff Members will continually pursue individual and professional growth. This includes living a lifestyle of continued education, innovation, creativity, motivation, and inspiration. They will have the courage to live and lead with an adventurous mind-set. They will not be ashamed and will actively seek out wise counsel to overcome any shortcomings.

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Thank you. You have completed this course. We hope that you valued the content as you continue to grow your acumen in order to be the Team Member that you and AOG desire!

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