



## MISSION STATEMENT

*“To provide a ‘Royal’ experience both on and off our golf courses”*

### *Our Values*

#### **Customer focus**

We will focus on offering all members and visitors a consistently high level of customer service.

#### **Respect**

We will treat all our customers, suppliers, business associates and each other with dignity and respect. We will be entirely honest in everything we do and say.

#### **Consistency**

We will be uniform and consistent in dealing with our customers, in the application of our practices and procedures and in working with each other.

#### **Team work**

We will work together as a united team to consistently provide the highest possible levels of service excellence to our customers.

#### **Innovation**

We will continuously strive to find innovative and creative ways to reduce costs and increase our efficiency. We will apply ourselves to find ways to improve our cost/value relationship.

#### **Discipline**

We will maintain a high standard of discipline on the golf courses, in the Clubhouse and in the workplace to meet our customer needs and expectations.

#### **Flexibility**

We will always remain flexible and will adapt to changes in customer requirements with a smile.

#### **Communication**

We will communicate effectively and openly with members, visitors, business associates and each other