

# NorthBay



## Core Values

As we strive to fulfill the NorthBay Mission and achieve our vision, we operate under a number of values that guide our work. We cite these values as our core to ensure that we maintain the proper priority and focus each and every day.

- **People** are our passion. Through service to each other and our guests, NorthBay seeks to empower all people to become their best selves.
- **Environment** – NorthBay brings together and connects people with other members of the natural environment. We model respect to all species and practice stewardship to protect and restore our world.
- **Service** - Service is our purpose. NorthBay exists to serve one another and provide unparalleled hospitality to diverse individuals and organizations.
- **Character** – NorthBay empowers our staff, students and guests to contribute to the greater good by modeling positive behavior that reflects honesty, integrity, and accountability.
- **Leadership** – NorthBay leads by example. We expertly cultivate the leadership skills that exist within each individual.
- **Continuous Improvement** – NorthBay is committed to excellence, relevance and innovation by nurturing our creative gifts through rigorous exploration, evaluation, and refinement. We strive to set the standard in outdoor education and retreat services.
- **Empowerment** – NorthBay creates an inclusive atmosphere of safety, trust and awareness where people realize their potential to make positive choices.
- **Collaboration** – NorthBay partners with diverse leading organizations since there is inherent value in different perspectives and ideas. This results in synergistic solutions.