



OUR CORE PURPOSE

MAKE A DIFFERENCE

Whether it is improving a club's profitability, providing great customer service, improving course conditions, or improving a customer or fellow associate's day through small acts of kindness, we make a difference.

As a member of the Bobby Jones Links family, we empower you to make a difference as well.

Core values are the essential and enduring tenets of Bobby Jones Links. They are the glue that holds us together and will stand the test of time, permeating everything we do in our pursuit to make a difference.

CORE VALUES

1. MAKE PEOPLE HAPPY

- Service First
- Solve Customer Problems
- Have Fun

2. DO WHAT YOU SAY

- Be Loyal
- Be Dedicated
- Be Dependable
- Do the Right Thing

3. STRIVE FOR EXCELLENCE

- Be Humble
- Be Confident

4. BE DRIVEN

- Be Proactive
- Be Innovative
- Go the Extra Mile

5. GROW EVERY DAY

- Willing to Learn
- Be Adaptive
- Stay Curious

