



National Life  
Group®

Experience Life®

# The Culture Connection

What does it mean for you and your company...and for our industry?

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What is your  
foundation?



**Our Mission** Keep our promises



**Our Vision** Bring our Vision Mind to Everyone We Touch



**Our Values** Do Good. Be Good. Make Good.

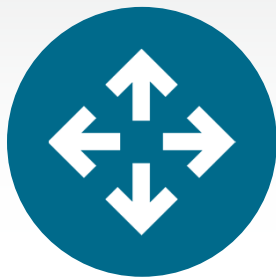


## Five Guiding Principles

Connection  
to Common  
Values



Comes from  
the Inside



Better  
Together



Culture is Not  
One Size Fits All



What Fits  
for You?







## Connection to Common Values

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Comes from  
the Inside





Better Together

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Culture is Not  
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What fits  
for you?

What lights up the eyes of your employees?

What is the universal thread that binds you all together?

What is your rallying cry?



**Together, we can change the culture of our industry.**