



## Purpose and Philosophy

*Our purpose is to create lifelong passionate skiers through expert delivery of mountain experiences.*

A ski instructor's role goes beyond teaching people to ski, it is to instill the love of the sport. As such, it is imperative that we give priority to the entire skier experience as this is our purpose – it lies at the heart of everything we do.

Mountain adventures hold a special place in our lives and our careers, shaping who we are. Sharing the magic of these mountain experiences with those in our ski lessons is of utmost importance to us. Our ultimate goal is to provide guests with unforgettable memories of their mountain ski experiences and cultivate passionate skiing enthusiasts.

From their initial introduction to teaching skiing, PSIC professional ski instructors understand the importance and impact of celebrating both the big and small achievements with their students. From the magical "firsts" on the slopes – witnessing snowfall for the first time, executing that initial turn, conquering a challenging black run – to the transformative power of awe-inspiring mountain landscapes, we believe that these moments of exhilaration and joy are what make skiing truly special, and our ski pros are dedicated to cultivating these precious experiences for each and every guest.

The desire to explore is a driver of the ski experience – enticing us into thrilling adventures and beckoning us to discover new terrain. Our adventure-based teaching approach, built on fun, safe, learning, starts right at the bunny hill. We believe that every inch of the mountains holds the potential for unforgettable memories just waiting to be discovered. Terrain exploration and discovery goes hand in hand with adventure – by infusing a deep appreciation for and adopting a gentle approach to the terrain, we unlock its full potential. Even the smallest features can transform into rewarding challenges or facilitate significant skier improvements when approached with finesse and precision. This philosophy empowers our guests to connect with the mountain in a profound way, fostering a true understanding of skiing that goes beyond just technique.

The PSIC's purpose is to create lifelong passionate skiers through the expert delivery of mountain experiences. This comprehensive outlook lies at the heart of our teaching philosophy, perfectly aligned with the industry. The overarching focus on the skier experience will consistently shape and structure our curriculum. Here, the skier experience forms the whole, while individual components like technical improvement and skill development constitute essential parts.