



Operation Name

Choose
Love

Statement of Desire

We nurture
relationships by
practicing procedures
resulting in longevity

Our Mission

We build transformative leaders
in chiropractic (TLC) through coaching,
events & tools

Core Values & Non-Negotiables

We are authentic, bold, compassionate, curious,
responsible, trustworthy
Our non negotiable is that the power that made the body
heals the body

Vision

To be the community that sustainably and profitably builds longevity in life

Strategy

Continuous improvement through simplification

**Competitive
Advantage**

We are clinically experienced practicing DCs who are family focused, debt free and
altruistic in raising the next generation of leaders

Core Proficiency

Promotions and Marketing and Balanced Prosperity

Giving Stat

GAS cards daily
Listen to TLC calls live or recorded daily and
share a take away daily with TLC community

Getting Stat

20 new DCs engage and follow TLC per month
MEA- 10 calls/month & 5 events a year
10 PBAs a month & 4 new DCs to TLC per month