



**Operation Name**

Live our statement of desire

**Statement of Desire**

Without reserve, we care & share in every moment by doing the most right action together to experience meaningful results exponentially

**Our Mission**

To serve all by making life personal & meaningful, one connection at a time

**Core Values & Non-Negotiables**

We stand strong for chiropractic. We are vessels of hope: Lived out from above, down, inside out...

**Vision**

We are a collaborative, creative, innovative community. Together we are greater than the sum of our parts.

**Strategy**

Sustainable Community

**Competitive Advantage**

We are congruent, experienced, authentic leaders who bring street credibility to all we teach. Our interactions are always personal, unique, competent, ethical, prosperous & fulfilling. We provoke selfless service.

**Core Proficiency**

Balanced Prosperity

**Giving Stat**

GAS cards daily, BOSS  
Live by our SOD & Magic of 1

**Getting Stat**

4 new DCs to TLC per month  
MEA - 10 calls/per month and 5 events/per year