



**Operation Name**

Choose  
Love

**Statement of Desire**

We integrate personal  
and professional lives

**Our Mission**

We nurture, you plant,  
and the world benefits.

**Core Values & Non-Negotiables**

We share chiropractic, above down inside out.

**Vision**

Collaborative, creative, innovative community

**Strategy**

Experience and engage wholeheartedly with a nurturing  
community, through events, coaching and tools.

**Competitive Advantage**

We are congruent, clinically experienced leaders.  
And our procedures are practice-tested.

**Core Proficiency**

Balanced Prosperity

**Giving Stat**

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

**Getting Stat**

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