



**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**

Simplification through continuous improvement

**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