



Operation Name

Choose  
Love

Statement of Desire

We nurture  
relationships by  
practicing procedures  
resulting in longevity

Our Mission

We educate  
We serve DCs and CAs to ensure  
personal and professional success  
We create new ways to reach people  
with chiropractic  
We sustain an environment where all are  
teachers and learners  
We celebrate being a beginner again

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

We are a collaborative, creative, innovative community who  
are catalysts for good

Strategy

Learn, relearn and engage procedures wholeheartedly through  
events, coaching and tools

Competitive  
Advantage

We provide transformative leadership for chiropractors delivered by clinically  
experienced practicing DCs

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