Gross Fit

Crossfit OVNERS COACHES CONFERENCE

Hustle Up®







C3 = R3 The formula behind creating a <u>HIGH-IMPACT</u> GYM THAT IS <u>BUILT TO LAST</u>





CONGRATULATIONS *YOU ARE THE .01%*



CrossFit



.01% **VISION**

The Proving Grounds for the Best Gyms on Earth





CHALLENGE ACT LIKE YOU ARE THE .01%

"Success is never owned, it is rented, and the rent is due every day."



CrossFit



CHALLENGE

ACT LIKE YOU ARE THE .01%

- Prepare & Study
- Respect every "workout"
- Honor their competitors
- Dialed in
- Go Full Send / No Regrets
- Be Fully Present
- Rejoice Always
- Go for GOLD





MY MISSION

Transformation > Tactical Solutions





MY STORY

From Narrow Minded & Tasks Oriented...
To Big Picture & People Oriented





THE FOUNDERS STORY How we started....

Passionate, hopeful, energetic, life-changing





THE FOUNDERS STORY

How it's Going....

Operating, Evolving, Tech, AI, Content, Saturated, Head-spinning





THE FOUNDERS STORY

Where we Want to Go....

Impact, Profit, Freedom, and Longevity





WHAT ARE THEY SAYING?



CrossFit



THE ONE THING CULTURE

It impacts everything
It is the source
It's not WHAT you do, but HOW you do it





If a business is the body, culture is the heart

"Guard your heart, for everything you do flows from it."
- Proverbs 3:5





The health of your CULTURE (heart), dictates the depth of impact on your members and the longevity of your business.





Culture Defined

- the customary beliefs, social forms, and material traits of a racial, religious, or social group
- also: the characteristic features of everyday existence shared by people in a place or time
- 2. the set of shared <u>values</u>, <u>attitudes</u>, <u>goals</u>, <u>and practices</u> that characterizes an institution or organization





Our Values Story

"Culture Bleeds"





THE ONE FORMULA C3 = R3 Flywheel Culture. Coaching. Community.





THE ONE THING C3 = R3 Flywheel Results. Retention. Reputation.





THE ONE THING C3 = R3 Flywheel



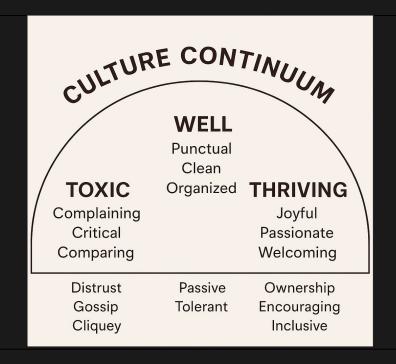




The Strength of this Flywheel is determined by the Health of your Culture













FOR HIGH-IMPACT & BUILT TO LAST

First - Forge a Thriving Culture
Then - Forge Elite Fitness





Do you CARE to know??







"People don't care how much you know, until they know how much you care." - Theodore Roosevelt





"He who CARES the most, makes the biggest impact, and plays the game the longest."





Time to Step into a New IDENTITY No longer the CEO Instead the COO





Let's Build Together





Centered on Others Mindset

Key Principle: Leadership starts with servanthood.







THE THRIVING CULTURE FRAMEWORK A. Appreciation

Key Principle: People stay where they feel seen and valued.







THE THRIVING CULTURE FRAMEWORK R. R. Respect

Key Principle: Respect is proactive, compassionate, and honors the human spirit.







THE THRIVING CULTURE FRAMEWORK E. Encouragement

Key Principle: Encouragement is leadership that gives oxygen to the soul.







CULTURE TRAINING CAMP Embrace a New Identity CCO





CULTURE TRAINING CAMP Cultivate a Spirit of Hospitality





CULTURE TRAINING CAMP Preach your Gospel





CULTURE TRAINING CAMP Always be engaging FORD





CULTURE TRAINING CAMP Seek to Create Elevated Moments





CULTURE TRAINING CAMP Celebrate Relentlessly





You won't be remembered by what you did, but by how you made people feel.





If you never forget where you came from, you will always remember your why.





