



CULTURE DECK

MEET OUR TEAM





WHERE WE STAND



For too long, we've been told that pain, or its absence is the ultimate measure of health. We've been made to believe that 'feeling good' alone means we are healthy when in actual fact, that couldn't be further from the truth. We stand for health, which is "a state of complete physical, mental and social well-being, not merely the absence of disease or infirmity" - WHO.

We know that a person's spinal structure and function are more accurate measures of a person's health rather than just how much pain they're in. We must first see this for ourselves and share that with our patients.

Every day our society is crippled by chronic subluxation and its popular ineffective treatment by Western Medicine. It's our duty to empower people through education and Chiropractic care to choose health and healing, in turn creating more vitality and happiness in the communities we serve.



WHAT IS CULTURE?



Culture is the beating heart of who we are. It's the shared values that define the experience that we create and the energy of the workplace.

It's the code that governs how we do things here. Our culture is defined by our core values - Relentless Pursuit of Impact, Limitless Advancement and Unshakable Integrity. Our culture acts as the workplace bible, it creates a shared language – it's the unspoken understanding that sets the tone for behavior expected from everyone, and it shapes our collective identity as a team.

To truly thrive as a company, we must not only be bound by a common vision but also demonstrate the behaviours that are in alignment with our values. We're not only providing Chiropractic care, we're saving lives!



CULTURE IS TEAM



Culture is synonymous with teamwork – a mantra we live by: "United we bargain, divided we beg". The collective strength of our team propels us towards realizing our shared goals.

This, however, only has the potential to become a reality when we act under the shared and agreed-upon code of conduct that is our culture.

Collaboration isn't just a choice; it's part of our very foundation. It's this unity we create that changes the aspirations we have for our patients into tangible realities through the support of everyone onboard, making us not just a group of individuals, but a team that seeks to inspire and transform.

This type of energy and unification is what makes our workplace both a fulfilling and exciting place to be!

WHAT DEFINES US

WHO WE ARE

We are defined by empathy, the cornerstone of understanding the unique journeys of those we serve. Relentless Pursuit of Impact drives us to create meaningful, lasting change in our patients' lives. Limitless Advancement keeps us evolving and pushing the boundaries of what's possible. Unshakable Integrity forms the backbone of trust, vital to the relationships we cultivate.

Our strength lies in both our skills and genuine care for the community. Passion, expertise, and a commitment to the communities we serve, define us as leaders in natural healthcare.

Culture isn't just a set of professional expectations; it shapes an environment that's not only industry leading but also as fun as it is fulfilling, elevating the workplace energy for both us and our patients.

• WHAT DEFINES US •

• WHO WE ARE NOT •

Who we define ourselves not to be, is equally as important as the identity we have about who we are.

- We're not a place where apathy and indifference finds a home; instead, we actively reject it in favour of engaged and compassionate care.
- We're not a team that compromises on integrity or synergy; instead, we enthusiastically create trust within our community.
- We're not a workspace where individualism trumps collaboration; rather, we thrive on the collective strength of our team.
- We're not just excluding; we're preserving and protecting a culture that values every adjustment, every interaction, and every team member who contributes to our mission.
- Our values. Those who don't align with; Relentless Pursuit of Impact, Limitless Advancement and Unshakable Integrity find themselves outside the bounds of our company.

• VISION & MISSION •

Our vision, is to revolutionise healthcare globally through a problem-centred approach, giving hope and truly changing lives, far beyond simply symptom resolution.

Our mission, is to build a network of Chiropractic offices that together have a reputation for being the most professional, genuine and inspirational Chiro's in Australia providing the most value.

With each location we open, we create opportunities for surrounding communities to experience the safest and most natural form of healthcare on the planet, Chiropractic.

• LIVING OUR CULTURE •

Below are example responses for how you could navigate each of the below scenarios in a way that reflects and embodies our culture.

- **After a Rewarding Patient Interaction:**

When a patient expresses gratitude for their improved quality of life, share the experience with the team. This boosts morale and reinforces our commitment to the transformative power of Chiropractic care. It reminds us of our shared goal to promote health and vitality, reflecting our values of Relentless Pursuit of Impact, Limitless Advancement, and Unshakable Integrity.

- **During a Difficult Patient Situation:**

If a patient is skeptical of Chiropractic care, view it as an opportunity to educate them about our holistic approach. Share how Chiropractic care improves overall well-being, not just pain relief. This reflects Limitless Advancement, as it emphasizes growth in understanding and the continuous evolution of our care philosophy, helping patients move toward complete physical, mental, and social well-being.

• LIVING OUR CULTURE •

Below are example responses for how you could navigate each of the below scenarios in a way that reflects and embodies our culture.

- **Observing a Colleague Overwhelmed with Workload:**

You notice a colleague struggling to keep up with their tasks. Instead of passing by, offer a helping hand or suggest a team huddle to brainstorm efficient ways to manage workload now and in the future. This embodies our culture of teamwork and collaboration, reinforcing the mantra "United we bargain, divided we beg". It's an example of how we demonstrate empathy and support each other, enhancing not only our work environment but also patient care.

- **Responding to a Miscommunication within the Team:**

If you notice a misunderstanding between the team be sure to step in and facilitate clear and respectful communication as this affects the energy patients catch from us. Encourage open discussion, emphasizing the values of respect, trust, and transparency. This action upholds our culture of integrity, ensuring that we remain focused on our common goal of changing lives through Chiropractic.

• YOU HAVE THE POWER •

Your actions, words, and the way you carry yourself matter. You wield influence over the very essence of Adjusting to Health's culture. Your commitment to Relentless Pursuit of Impact, Limitless Advancement and Unshakable Integrity shapes the environment we collectively create. Recognize the power you hold to inspire those around you. Your role extends beyond your assigned tasks and direct responsibilities; it's about creating and enforcing our cultural code.

You're a critical part of the puzzle, you have a unique influence over the culture each practice. Embrace your leadership role, it's through your individual efforts that we create change. We're part of a health movement, a commitment to our community.

"Kindness is the language which the deaf can hear and the blind can see"
– Mark Twain.

• RESPONDING TO POOR CULTURE •

We are bound to experience examples of poor culture from time to time, it's our response however that matters most. When you witness behaviour that misaligns with our culture, your role becomes temporarily centred around immediately preserving the integrity of our workspace.

Address concerns promptly and privately, approaching the individual with kindness and openness. Repeat breaches in our cultural code of conduct may not only lead to termination for the individual but also damage the energy in the practice. Although poor behaviour may be due to ignorance and not intentional, it must be addressed and reported. Be kind and constructive when sharing your feedback, encouraging a shift toward positive behaviour, if issues repeat more than once management must be made aware regardless of how small the issue is. By adhering to the above you will play a pivotal role in maintaining the health of our workplace culture.

CONCLUSION

We seek to amplify the truth that each team member has individual influence in crafting a positive, safe and healing environment. Encouraging the reinforcement of our culture and reacting to poor culture helps us shape a workplace that echoes our values. In the heart of Adjusting to Health, we're not merely practitioners; we're a community propelling towards a future of real healthcare and vitality.

The culture of Adjusting to Health and most importantly, the well-being of our communities is in your hands.

Yours in Health,

Dr Robin Broff