



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.

Our society is crippled by chronic subluxation and its popular ineffective treatment and detection by Western Medicine. It's our duty to empower people through education and Chiropractic care to choose a proactive approach to health, in turn creating more vitality and healing 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 - 'Systems over Shortcuts', 'Own it' and 'Speed Wins'. Our culture acts as the workplace bible, it creates a shared language. Culture is a sum of the unspoken understandings that set the tone for behavior expected from everyone.

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

• CULTURE IS TEAM •

A mantra we live by: "United we bargain, divided we beg". The collective strength of our team helps us make a far greater impact than we ever could alone. This impact however is only realized when we all show up in a way that aligns with our culture.

Collaboration is part of our very foundation. This is expressed in our systems and procedures, every patient comes to get adjusted, not to see a particular doctor. All of our patients are adjusted by different Chiropractors by design.

During our pre and post shift huddles we discuss cases, create focus on referrals and reviews and support each other at the highest level. Feedback is encouraged to be both ways. CA's and DC's are encouraged to provide feedback for each other as a different perspective can offer great insight.

It's this mindset and unity that makes us not just a group of individuals in uniform, but a team operating under the same umbrella that seeks to inspire and transform.

WHAT DEFINES US

WHO WE ARE

We are defined by our core values; 'Systems over Shortcuts', 'Own it' and 'Speed Wins'. We hire and fire by these values as they shape our organization and the impact it creates.

We show us as a passionate team that is committed to serving the community by being committed to training and professional development. This team shows up to train, we get to adjust and serve patients between training.

Our Culture isn't just a set of professional expectations but it's what shapes an environment that's collaborative, inspirational and as fun as it is fulfilling, elevating the workplace energy for both the team and those we serve.

• 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, interaction, every team member who contributes to the mission.
- Those who don't align with our values 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 Chiros 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 'Systems over Shortcuts', 'Own it' and 'Speed Wins'.

- **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 'Own It', ensuring that we remain focused on our common goal of changing lives through Chiropractic.



•YOU HAVE THE POWER•

• RESPONDING TO POOR CULTURE •

Every organization experiences examples of poor culture from time to time. Here, we understand that it's our individual response to that behaviour that matters most. By the time leadership hears about behaviour that isn't in alignment with our culture, it's already spread. In the end, this affects the people we serve, they don't deserve that. So when you witness behaviour that doesn't align with our culture, your role becomes immediately centered around preserving our culture!

Although poor behaviour may be due to ignorance and not intentional, it must be addressed and reported. You should address concerns promptly and privately, approaching the individual directly with kindness and openness. Repeat breaches in our cultural code of conduct are taken serious may not only lead to termination for the individual, but also damage the energy in the practice. Be kind and constructive when sharing your feedback, encouraging a shift toward positive behaviour. Management must be made aware of any concerns affecting culture, regardless of how small the issue is. By adhering to the above you will play a pivotal role in preserving our culture.

CONCLUSION

We seek to amplify the truth that each team member has individual influence in crafting a positive and supportive, empowering and educational, 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 a group of individuals; we're a community creating momentum towards a future of real proactive healthcare and vitality.

Remember, the culture of Adjusting to Health and the well-being of our people is in your hands.

Yours in Health,

Dr Robin Broff