Vision:

To commercialise strength training

Strength makes life better

to make strength training cool. To make strength training appealing to everyone, not to just a niche of specialized athletes.

We want to have superb customer service, where every customer interaction brings delight to everyone involved in the transaction. Our customers feel like people, not just numbers on a members spreadsheet

We have a national and global reach. It’s not just about the gyms. It’s about the community, the equipment, the coaching, everything.

to make strength training inviting, making everyone, from every demographic, stronger in every way

To help as many people as possible to discover how strong they really are through the love of lifting weights.

we do want to exclude losers and and people who don’t fit

Mission:

We achieve this by delivering

* world class gyms
* built on community
* amazing coaching
* top tier education
* equipment and environment designed for strength

What is community?: We are the third place <link>. We are the place you can go. As soon as you walk in, it feel like home: in you feel welcome. you feel valued and connected, you see people you know, you hear music you like, and you’re connected with this diverse group of people by a shared love of strength training. We are your second family.

What is a world class gym?: The best strength training money equipment can buy. We don’t do things by halves. We are 100% strength focused.

What is amazing coaching?:

Proven results that we can actually prove. We’ve produced more 1000kg totals than any other coaching business in the world. We can produce amazing results no matter the person. We can get these results because of our skills. We are able to help regardless of experience, background, and demographic.

Supportive environment: we encourage you to lift heavy, make noise and train hard. We have the equipment is what you’d expect you expect to see in competitions.

* For lifters by lifters (too cache)

Values:

**Values**

generosity: pay it forward

supportive of staff and customers

Honesty & Transparency

The door is always open to Thomas, and that’s expected from all the gym owners

We listen

We’re able to give and take constructive criticism

We treat others as we’d expect to be treated

we are always trying to improve, in every way

collaboration and cooperation: togetherness

We value consistency in behavior, attitude, and effort.

Integrity

Clear communication and clarity