**Vision, Mission, and Values**

Vision:

To Commercialise Strength Training

* **Being Strong Makes Life Better**: We believe that strength training enhances the quality of life for everyone.
* **Making Strength Training Cool**: Our goal is to make strength training appealing to a broad audience, beyond specialised athletes.
* **Superb Customer Service**: Every customer interaction should bring delight, making our customers feel valued and important, not just numbers on a spreadsheet.
* **National and Global Reach**: It's not just about the gyms; it's about building a community, providing the best equipment, offering top-tier coaching, and creating an welcoming environment for strength training.
* **Inclusive Strength Training**: We strive to make strength training accessible, helping people from all walks of life become stronger in every way.
* **Discovering True Strength**: We aim to help as many people as possible discover their true strength through the love of lifting weights.

**Mission**

We achieve this by delivering:

* **World Class Gyms**: Our gyms are built on the foundation of community, amazing coaching, top-tier education, and environments designed specifically for strength training.
* **The Third Place**: We are the place you can go where you feel at home, welcome, valued, and connected in a supportive environment. Our gym is your second family, your community, your tribe, where you see familiar faces, hear your favourite music, and share a love for strength training.
* **Top-Quality Equipment**: We provide the best strength training equipment money can buy, with a 100% focus on strength.
* **Amazing Coaching**: We produce exceptional results that we can prove, with more 1000kg totals than any other coaching business in the world. Our skilled coaches achieve amazing results for people of all backgrounds, experiences, and demographics.
* **Encouragement**: We encourage heavy lifting, making noise, and training hard. Our equipment is what you expect to see in competitions, creating a supportive environment for serious training.
* **For Lifters by Lifters**: Our gym is designed and operated by lifters who understand the needs and goals of other lifters.

**Values**

* **Generosity / Pay It Forward**: We believe in the power of generosity and paying it forward.
* **Supportive of Staff and Customers**: We support both our staff and customers, fostering a positive environment.
* **Open Door Policy**: Our doors are always open to Thomas and all gym owners, promoting honesty and transparency.
* **Active Listening**: We listen to our staff and customers, ensuring their voices are heard.
* **Constructive Criticism**: We give and take constructive criticism to continuously improve.
* **Respect**: We treat others with respect and kindness no matter who they are.
* **Continuous Improvement**: We are always striving to improve in every way possible.
* **Togetherness**: We value working together and supporting one another.
* **Consistency**: We value consistency in behaviour, attitude, and effort.
* **Integrity**: We act with integrity at all times.
* **Clear Communication and Clarity**: We prioritise clear communication and transparency in all interactions.
* **Exclusion Policy**: While we aim for inclusivity, we reserve the right to maintain a positive and supportive community by excluding individuals who do not fit our community values.