



GREATER PURPOSE
— HEALTH & FITNESS —

VIVID VISION

VISION FOR

2023

WHY WE DO WHAT WE DO

We want to make a positive impact in people's lives. There is ample amounts of misinformation and confusion in the health and fitness industry, and one of our goals is to be the lighthouse to people in the fog of confusion. Our members will see the importance of putting time and energy into multiple facets of their health and fitness.

CONNECTION. SPIRITUAL. MENTAL. PURPOSE. FITNESS. NUTRITION.



PURPOSE

To change lives through holistic health & fitness.

CORE VALUES:



Make a positive impact with each interaction



Lead by serving



Be intentional in everything you do



Have a growth mindset



We are built on integrity



Be consistent & caring



THE FOLLOWING IS OUR 2023 COMPANY VIVID VISION

Creating a vivid vision brings the future to the present, helping to create clarity on what we are building now and what it will look like in the future. Our vision is so vivid to us, that we want to share it with you. It is our guiding compass in everything we do, inside and out of the gym. We share it with you so that you can be excited about where we are going, and join us for the ride.

This is a detailed look at what our organization will look and act like three years out!

By December 31, 2023, we will have positively impacted 1,000 lives by helping them become more holistically healthy and fit through our coaching, community, and culture.

CULTURE

Our culture is about being inclusive, positive, caring, serving, and joyful. It goes beyond the doors of our facility, stretching out into the community of Camrose and beyond, with the goal of making a positive impact in people's lives. It is a culture that drives growth of the individuals inside, and the community it is surrounded by. Our culture embodies a growth mindset.

TEAM

Our team is 100% committed to making a difference in people's lives. Whether that is by personally helping with our expertise, or referring out to someone else if we cannot help. We actively learn each and every day. We learn more about our members, about how to become better coaches, and learn from our mistakes. We understand that "we" goes further than "I". We are hyper aware of both our strengths and our weaknesses. We are creative and courageous, never backing down from what we know is right. Being creative in the way we serve our members and communities in order to make a positive difference. We know that failure and hardships are part of the journey. When one of us fails or is struggling, we all band together to help them through it. We don't seek failure but we are also not afraid of it. We learn and we move forward. We are a force that is making positive change and impact all around us. In and out of the gym. We encompass the core values and purpose of Greater Purpose in how we act, live, and communicate.



SUPPLIERS/COLLABORATIONS

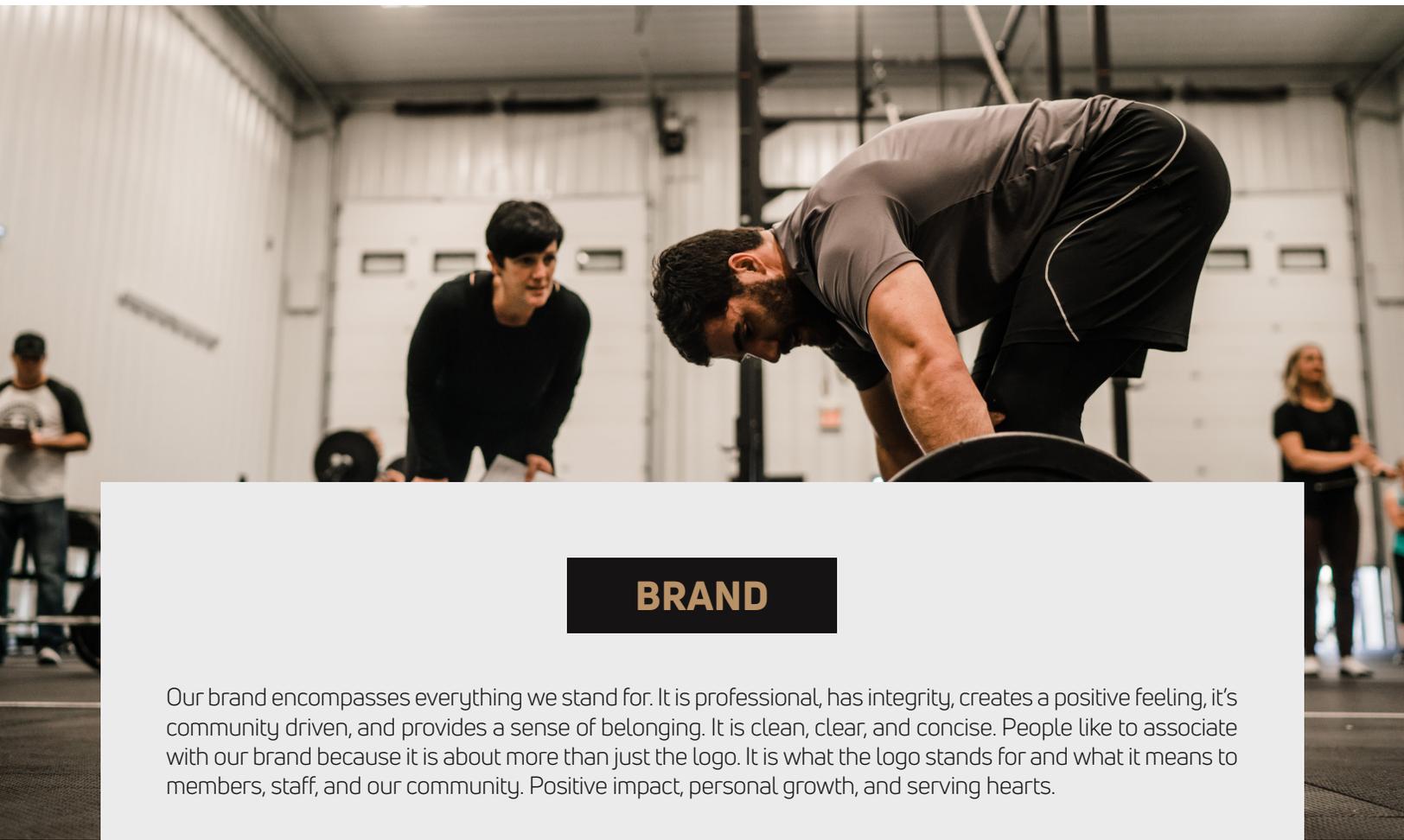
We collaborate with other local businesses and individuals that share our values and purpose. They are timely and efficient. They understand our brand and the feel we want to put out into the community. They are ethically and sustainably sourced. They are professional and hold themselves to a higher standard of service. Our suppliers and partners are team-oriented. Seeking how to help the community at large, and not only themselves.

MEMBERS

Our members mirror the core values/culture/brand of GPHF. They are positive, have a growth mindset, and are kind, encouraging, community oriented, committed, and are hard working. One simple conversation with each individual gives you an instant feel of what GPHF stands for. Our members seek first how they can help others, while still having the humility to ask for help themselves. When someone is new to our facility, our members are the second ones to make them feel at home. Our team makes sure to be the first. Our members create an atmosphere of trust and the ability to be vulnerable. They are inclusive and loving. They are diverse and accepting of everyone. Their serving hearts go beyond the facility and outstretch into the community and beyond. Our members feel safe and cared for.

MEDIA

Our media is an expression of who we are. It is educational, expresses our values/purpose, and attracts like minded people. It is fun, interactive and exemplifies our brand. It is diverse and non dogmatic.. An example of what we strive to be. It showcases the struggles and successes of our members. At its core, the purpose is to help others through our stories. We are not fixated on reach but on impact. If we can impact 1 person and change their lives, we find that way more fulfilling than reaching thousands. The goal is positive impact, change, and growth through our media platform.



BRAND

Our brand encompasses everything we stand for. It is professional, has integrity, creates a positive feeling, it's community driven, and provides a sense of belonging. It is clean, clear, and concise. People like to associate with our brand because it is about more than just the logo. It is what the logo stands for and what it means to members, staff, and our community. Positive impact, personal growth, and serving hearts.

SYSTEMS

The systems at GPHF are organized, clear, consistent, streamlined, and seek to help our members and staff. They help amplify our team's gifts. They are absent of fragility, they have the ability to adapt instantly. We provide multiple platforms of communication for both our members and staff. Infographic, written, and video. We all intake information differently, so we provide different ways of understanding it.

FINANCES

We invest in things that will promote positive impact for our members, our team, and our community. Seeking to help where we can when it aligns with our purpose and values. We understand it is simply an amplifier of who we already are, nothing more. We are committed to making a difference in the lives of our community with what we have been given.

FACILITY

Our facility is clean, organized, and has a welcoming feeling. It is outfitted with the best equipment and automations to help our members and staff be successful. There are different sections for our different services, clearly marked so our members know where to go. It has a quiet and peaceful members area. A place where members can gather and hang out before or after their session. Our facility is more than just a place to reach fitness and health goals. It is a gathering place.

NONPROFIT

We have a nonprofit organization that helps kids and youth to find a community and be positively impacted both inside and outside our doors. Our team donates their time to organizing activities outside our facility. Small biking groups, cross country skiing, ect. Providing those unable to afford these positivity impactful activities a place to gather, have personal growth, and become healthier & fitter.

CITY

The city of Camrose is known as one of the healthiest and fittest cities in Alberta. We are helping the people of this community have more fulfilling lives. Enabling them to use the bodies they have been given to their genetic potential. The serving, encouraging, and growth mindset culture created inside the doors of the gym is seen all around Camrose. Visitors can not help but see a positive difference in the people's lives and want to be a part of it. Local businesses and organizations are built and are successful because of the serving, encouraging, and "help first" community that has been built around it.

BUSINESS STEWARD THOUGHTS



The Greater Purpose Health & Fitness Mission is so near and dear to my heart. Having seen thousands of people positively impacted around me, I cannot imagine not continually pursuing it in my lifetime. I am honoured to be the business steward of GPHF and to continue to help guide the vision towards helping more and more people. I believe we were created to serve a purpose. The pursuit of that purpose gives us fulfillment. In order to pursue that purpose and make a positive impact, we need to prioritize time and energy in multiple aspects of our lives - spiritual, mental health, fitness, nutrition, purpose, and connection. I am continually educating and making myself better for our members, staff, family, and Camrose community. I am leading with action and optimism. I know GPHF is what it is, not because of me as an individual but the contribution of our GP team, members, and community at large. I seek personal growth every single day in the hopes it can make a positive impact on others. I live and breathe the core values of GPHF in and out of the gym.

- **I love to hear holistic health & fitness stories from others**
- **I love to help others where I am able to**
- **I continue to be genuinely curious about each person I cross paths with**

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

— Maya Angelou

You are built for a purpose.