



**RESPECT  
BELONGING  
COMMITMENT  
PROGRESS  
PRIDE**



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**FIGHT  
CORPS**

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**FIGHT' CORPS**

# MAKE AN IMPACT

If action is to define us, inaction must first surrender to the intensity motivating and liberating forces of progress and desire.

Our brand is more than our name, our logo, a symbol that distinguishes us from other fitness clubs. It is an experience - the experience - the sum of all impressions consumers gain from interaction with Fight Corps. An experience that exists in the mind of every customer and every prospect.

Uniting together under the common goal of building a better fitness experience starts with one movement - an active revolution - and replicates itself daily, moment by moment, through the uncompromising connection of our beliefs to the desires of our customers: Respect, Belonging, Commitment, Progress and Pride.

**Most companies have a mission statement.**

We have 5 Pillars.

Our Pillars define our mission...





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# RESPECT

Step back and examine our own quiet yet passionate desire for acceptance for us, respect often becomes an expectation, an intrinsic right we assume others owe us.

The truth is, respect is the starting point for every interaction we share with coworkers, customers, strangers, friends and family. A deserved assumption of merit - and an authentic gesture of appreciation. An opportunity to bestow upon others that very thing we cherish most - understanding.

At Fight Corps, respect is the honor we extend everyone - and the reward we collect in exchange. As an expression of our integrity, trust and support, it is the fundamental foundation of our brand.





# BELONGING

The desire to belong is ingrained in almost everyone - a dominant force that is fostered in family and shapes our communities as well as our places of work, education, recreation and worship.

Indeed, our members have chosen to belong to a fitness club - but do we truly help them belong at Fight Corps? Do we routinely extend the courtesy of invitation, inclusion and communal support? Most important, do we recognize each individual's need for belonging, then actively help them find their ideal place in our community? The answer is a resounding YES. With every interaction we are lucky enough to have with people who want to Make an Impact within themselves and others.

Everyone wants to be part of an organization that is exciting, thriving, open and honest. To belong to a group that cares about its mission, its customers and one another.

Fight Corps is a place to belong. Our success depends on our ability to perfect the greeting that - from day one - assures those around us of the genuinely supportive, confident, independent nature of the company we share.



# COMMITMENT

Commitment fuels achievement. It is the single most important factor by which our success will be ultimately determined.

Beyond intention, beyond a mere declaration of action, commitment is the unseen force that, once embraced, rejects mediocrity and refuses defeat. If in defining our goals we immerse ourselves in dedication, failure simply ceases to be an option.

In turn, our commitment motivates ourselves and our customers - and in a vow that transcends casual interaction, we form a stronger allegiance bound by trust, respect and shared purpose.

Impervious to doubt, more confident in our abilities, together we choose to live by a pledge of perseverance, recognizing it as the mark of champions.



# PROGRESS

The pursuit of continuous improvement; achieving - and surpassing - measured goals ; fulfilling the dream of personal development. Progress is the manifest promise of Fight Corps.

No coincidence, each customer's progress is a mirror of our own goals and collective ambition: unrivaled growth fueled by delivery of an unparalleled fitness experience.

Yet, as in any worthwhile endeavor, overcoming the obstacles along the way - the proverbial wrench tossed into our best plans - will require a harmonious balance of foresight, focus and fortitude.

At the end of the day, our success will be a measure of both: the physical and mental proof of desire turned commitment - and the realization of a purposeful and prosperous future.



# PRIDE

Confidence, not arrogance. Self-respect, not glorification. Tempered, not excessive. Pride is the humble and rightful recognition of and satisfaction with our achievements.

Of course, it is also the mechanism by which we best nurture performance and boost morale - encouraging each mind's desire for approval, recognition and respect.

Experienced by and visible to all, the positive virtues of pride are highly contagious and its influence on a community immensely profound.

Fight Corps instills in all of us pride in our community, in ourselves and in the positive, life-altering change we effect each day.



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