

COMPANY CULTURE DOCUMENT

By Damir Pervan



THE CROFIT group

Our Vision:

Our vision is to improve the life of each person on this planet by improving their Fitness level.

Our Mission:

Our mission is to inspire, help and serve millions of people by showing them how to lead a healthy lifestyle.

Our Values:

Excellence

Our work is a model of excellence. This means that my work and the work of other Personal Trainers are excellent in every way. Excellent because we have lots of experience in getting results for people. Excellent in a customer service way. That means that if you need to reach us, we are easily accessible. Excellent with delivering the service you paid for as a customer. If you are not satisfied with the value that we are giving you, simply ask for a full refund!

Understanding

We understand our clients and their needs. We are improving every day to better understand and really put ourselves in our client's shoes. We seek clarity and understanding because this is the very first step to a real and lasting change.

Personalization

We understand that each client is different and that he or she wants a service that is personalized and suited for their needs. That's why we never treat our clients like everybody else. Every client is unique with an unique body and metabolism and that's why we provide service that is tailored and superior than our competitors.

Service

We are in service to our clients. Our clients come first and if they are not satisfied nothing else matters. We serve from a well of experience. We serve with pride and integrity. We serve to improve the health and well being of our clients.

Accountability

We hold our clients accountable and our clients hold us accountable. Accountability is huge to THE CROFIT Partners. That's why we work only with serious people who are ready for change and radical improvement of their lives. We hold our clients accountable and guide them through the transformation.

THE CROFIT group 10 Core Values :

1. Deliver an excellent service
2. Go an extra mile and overdeliver every time
3. Understand clearly the current situation and needs of our clients
4. Produce a high quality personalized content
5. Always be of service
6. Hold yourself accountable
7. Do your best and have fun doing it
8. Be passionate and excited about your work
9. Be creative and take ownership
10. Be flexible

Deliver an excellent service

At THE CROFIT group, we deliver an excellent service for our clients. To be able to stand out from other companies who provide the similar service, each partner has to give their best to provide an excellent tailor-made service and experience for our clients. In order to provide an excellent service we must have an excellent and highly experienced people on board. We understand that if we don't provide an excellent service and if we don't exceed our client's expectations, we will slowly build a bad reputation for our brand. Every partner of the CROFIT group should act like his owner and make sure that we always deliver an excellent service. We are not a mediocre company, we are an excellent company. Lastly, our customer service will also be a model of excellence. The company's value is measured on how it treats its clients and we will treat and support our clients in an excellent way.

Go an extra mile and overdeliver every time

We understand that if we just simply deliver what we promised, we will be just like any other good company. We don't strive to be a good company. We strive to be an excellent company. To be an excellent company, we need to go an extra mile for our clients and overdeliver each time they ask us for service. Overdelivering means exceeding the expectations of our clients. If our client expects that, we will deliver that excellently and give additional value for free. We want to get a VOW from our clients.

If we do that each time consistently, we believe we will accomplish our mission and vision to impact 100 million people in the World and help them to achieve their Fitness goals.

Understand clearly the current situation and needs of our clients

At THE CROFIT group we understand that each client is different and that no exercise and meal plan or recommendation is the same for everybody. We seek data from our clients to clearly understand the situation they are in. In order to help them to achieve their Fitness goals, we need firstly to assess them. Every piece of content (recommendation, advice, meal & exercise programme etc) needs to be tailor-made and suited for the client's unique body, metabolism type and needs. Therefore we know that, assuming is devils work. That's why we never assume. Everything that we do, we do in a personalized way based on the client's current situation (Fitness level, body etc) and its needs (goals).

Produce a high quality personalized content

This core value is an addition to the previous one. We never produce or create anything mediocre or like someone else. We don't copy, we take what it's already out there, we innovate and create completely new and better content (product). Our content needs to be high quality and highly personalized. That's why we need to assess our client thoroughly. High quality content means high value content. When it's put to use by our clients, our high quality content works everytime and has been proven.

Always be of service

We at the CROFIT group are always of service. We go out of our own way to serve our clients consistently. Service to our clients comes first and by service we mean an excellent service that exceeds our client's expectations. Our customer service are kind and willing-to-serve people. They are excited to help our clients to get in the best shape of their lives. They are always, always of service.

Hold yourself accountable

In order to do an excellent work, we need to hold ourselves accountable for our service to our clients. This is our highest standard. How do you hold yourself accountable? By giving your best each time you produce a personalized content for our clients. By improving our knowledge and constantly learning about our primary field of interest (Fitness). By outworking our competition and producing a unique, high-quality content. By striving to pushing our brand to be the most recognizable brand in the whole world.

Do your best and have fun doing it

Doing our best is at its core of THE CROFIT group business. We do our best every time and we have fun doing it. We realize that work without a fun is unsustainable and unfulfilled. By having fun we mean enjoying the process, hanging out with other partners and employees when possible, just having fun together and socialize. We are like a big online family. We goof around for a while on our Skype calls but when it's time to deliver, we deliver our best. Furthermore, we know that it's barely impossible to meet every partner or employee because we are all spread out in the World. That's fine but we should always be playful and willing to meet our fellow partners and employees at our Annual Gathering Event and have fun.

Be passionate and excited about your work

Every partner and employee of THE CROFIT group should radiate with passion and excitement about the work that he or she is doing. We need to realize that our work has potential to impact 100 million people. That's our ultimate goal and our vision. If we are not passionate and excited about what we are doing, then we will not give our best. Giving our best is the only way we operate. We impact one human being at a time and we will do it with passion and excitement. We will come to work each day looking forward to help another client with his Fitness goal. We will come to work excited. We will radiate with passion for our work.

Be creative and take ownership

Our company's culture is revolving around this simple core value. If we are not creative in the process of satisfying our clients needs, then we are not at our best. Creativity means finding the better and the most efficient ways to serve our clients. Taking ownership means taking responsibility for our „fuck-ups“. There is no doubt that we will make mistakes (fuck-ups) along the way. As soon as we realize that we made a mistake, we will take ownership, correct it and learn from that mistake. Also, we will log our mistakes in our separate file so that we can access them often and remind ourselves. We should always be working on reducing our overall mistakes.

Be flexible

We at THE CROFIT group are always flexible towards ourselves and our clients. We have flexible working hours. We use the power of Internet. We don't believe in working 9-5. We are not paid by how many hours rather by how many clients we serve and how much of impact we are making in the World with our brand. Flexibility towards our clients means that we should be always considering our client's time and their needs first.

Additional brand questions answered

- What do I, as a founder stand for?

I, Damir (the founder of THE CROFIT group) stand for Fitness and Healthy Living. I stand for exercising daily, eating healthy food and taking care of our mental health. I care deeply about the Fitness level of each of my partners, employees and our clients. My whole lifestyle revolve around Fitness and that's who I am.

- What THE CROFIT group brand stands for?

THE CROFIT group brand stands for inspiration, help and service. Our vision is to inspire, help and serve 100 million people around the World in the quest to improve their Fitness level and their lives in general. If we improve our Fitness level, everything else improves. That's what THE CROFIT group brand stands for and we will always defend our stand.

- How will THE CROFIT group brand be different from other companies who provide the same service?

THE CROFIT group as a company and brand will be different from other companies that provide similar service in:

- ✓ Providing a superior tailor-made/personalized high quality content for our clients ;
- ✓ An excellent customer service and a superior „refund“ policy ;
- ✓ Creative and innovative ways of serving our clients ;
- ✓ Unique and superior video exercise content ;
- ✓ Community of highly trained and experienced Personal Trainers who serve with excellence and passion

- What is actually the brand „THE CROFIT group“? Explain.

THE CROFIT group is one of the most recognizable Fitness brands/service in the World. We serve our clients through numerous avenues each adding enormous value in advance. We serve our clients mostly using the power of Internet. THE CROFIT group down the road will slowly expand into Fitness

apparel and designing & selling our own cutting edge Fitness equipment. We will eventually open up our Fitness Gyms around the country and abroad. Then we will open up or acquire couple of health food stores and innovate them further to serve our clients this way. For THE CROFIT group is all about the service and we are not afraid expand into unknown areas if we have an insight and capacity to serve the people who are depending on us.

THE CROFIT group 10 CORE VALUES (explained)

Excellence

- You deliver an excellent service to customers and you absolutely delight them.
- You deliver an excellent tailor-made exercise and nutrition plans.
- You give customers an excellent online coaching experience that they will remember for a long time.
- You give your absolute best to serve your customer and never less than that.
- You treat and focus on your customer like they are most important person in the World in your life.

Overdelivering

- You overdeliver each time you work with your client.
- When delivering the content and service, you make sure that you always give them some value for free, something that they can use and that they will be absolutely delighted about. This is called „Additional Value System“.
- You go extra mile for customer and you always seek that smile and delightment when you deliver *the additional value*.
- You exceed the expectations of your customer every time.
- You always seek to receive VOW from your customer.

Understanding

