



The Evolutionary Manifesto

Our manifesto, as our Company name suggests is an organic and ever evolving document and process. It forms the basis of all that we do and how we relate to ourselves, to our work mates, to our clients, to our community and to the world at large. It is the basis of our commitment to being and creating something extraordinary.

The program and the business are founded on the **idea of sustainability**. Sustaining a great community. Remembering that a result is not a result unless it is sustainable. Remembering that for our world to work we need to live in a sustainable way in all that we do. This underpins every aspect of evolution the business and how it engages with all stakeholders - evolutionaries, staff, clients, suppliers, local communities and all others who come into contact with us.

1/ The five pillars of the program are:

1. **Accountability** – I am your **partner** in holding you accountable. It starts with attendance, intensity & results
2. **Flexibility** – frequency & utilisation of sessions, locations, content and evolutionary support.
3. **Affordability** – A price point for sessions that is attainable & and an open mind & policy that caters for a clients life situation
4. **Variety** – Different locations, trainers, session content, days, people, & ability levels
5. **Community** – Local, like minded, open, authentic and facilitated by an evolutionary

2/ It's all about them: - I make every conversation or interaction about them and what they need.

“If I help enough people to create a life that works for them then life will automatically work for me”

3/ Integrity is the foundation of my success in my KLIK and in my life. Integrity is being my word, doing what I say that I am going to do. In my KLIK that starts with my Sunday text. I teach my clients what it means to do what you say you are going to do.

The only thing that is ever missing when someone does not do what he or she says they are going to do is a compelling reason. It is my role to create that for them.

4/ Inspiration & Purpose:

I do something that I love & something that makes a difference & I make more money in less time & have fun doing it. We are part of the solution AND not part of the problem in all and everything that we do.

5/ The butterfly effect.

One small act of seemingly insignificant impact can create great impact - In that context ONLY the little things matter.

6/ I am the space in which it happens. It is always, only and ever about who I am being. So if I am the space then I am responsible and if that is true then there is only ever one question to ask **“Where am I responsible?”** In that role / space I seek first to understand and then be understood

Clients are always saying or thinking the following (whether consciously or unconsciously)

“Do I like you, do I trust you, & will you take care of me”

If their answer to that question is a consistent YES then I will always succeed. We call that question the ONE. If I get the ONE question right then I will experience the incredible rewards of success.

To create that success I have three things that I must always DO / BE

1. **Be Authentic and in so being create authentic connection**
2. **Be consistent in all that I do (be my word and remember that it was the tortoise who WON the race)**
3. **Create certainty because certainty = safety and trust.**