



MEET THE TEAM

At evolution HQ we are your partners in owning your KLIK. The best analogy is that you are the driver and we are sitting to your left in the passenger seat giving you guidance, support, insight and telling you what the journey is going to look like. We also make sure you have all the tools to make you successful and that all your needs are taken care of (the costs that we pay)

Currently evolution HQ is made up of the following people and roles:

Business Development and Culture

Mike Britton

Objective: To keep the vision alive for myself and others especially through the dark times and make sure that as we grow as a business that our idealism and our priorities do not shift. And that we constantly strive to create an environment where people feel safe and supported while at the same time strive to be the best they can be.



Key responsibilities:

- Business Development
- Cultural alignment
- Nurturing up and coming Evolutionaries
- General overseeing of the running of the business

Mike has spent the majority of his professional life working within the health and fitness Industry. With a combined degree in human movement and business Mike has focused on both the training and business aspect of his profession. In 2000 Mike launched evolution. His primary role in the business today is the same as it was then - to find a way to make the business sustainable and replicable while still maintaining all the heart and warmth that comes with a personalised community based model. He likes to call it the evolution family and it exists amongst clients, trainers and HQ.

"I own my calendar and support people to have lives that work. I am absolutely clear that we are part of making a difference in the world !" MB

Head of Finance and Operations

Tom Powell

Objective: To keep the business on task and function effectively, in a way that is still fun, real and stress free!

Key responsibilities:

- Financial management, forecasting and reporting
- Operations management, logistics and content
- Systems and processes
- Mentoring of Evolutionaries



Tom is both a business owner and a fitness trainer. With a background in management consultancy, Tom changed careers to become a personal trainer in 2006. Having set up a successful PT business in London, Tom relocated to Australia in 2007 only to meet Mike after 3 days of arriving. The opportunity to work both in the business as a trainer and on the business as part of the management team is what drew Tom to evolution. Over the years, Tom's role has evolved from part-time to full-time as both an evolutionary and co-owner.

"I love being able to wake up and work with amazing clients every morning, then head into the evolution HQ office to work with a committed team, dedicated to delivering the evolution experience. " TP

eCEO (evolving Chief Executive Officer)

Rosemary De Lambert

Objective: To challenge and stretch the ambitions of evolution and to achieve the success desired by its owners, its evolutionaries and its staff through clarity of strategy, business plan, budget and accountability.

Key responsibilities:

- Develop the three year strategy, annual business plan and budget for Evolution



- Lead and manage the execution of evolution's strategy and business plan to achieve or exceed budget
- Hold the business at large accountable to achieving the strategy, the business plan and the budget
- Lead and coach staff and evolutionaries for professional development and high levels of performance

After a 20 year career of senior director and "C suite" roles in banking and financial services Rosemary decided to combine a personal passion for wellbeing and fitness with her professional expertise and joined Evolution to Wellbeing in early 2013 as e(volving)CEO. Rosemary is a results oriented business leader whose experience spans the full range of economic and business cycles in Australia, UK and Asia. She has established joint ventures, led new business growth and transformed mature businesses. She is a driven and energetic leader of business innovation, growth, transformation and sustainable success. Rosemary is also an experienced company director.

Rosemary has highly regarded expertise across all functional aspects of business leadership and management and is known for creating rewarding organisational cultures and sustainable business success.

"I love what Evolution is and what it stands for. The people of evolution are special and continue to amaze me with their integrity, honesty and genuine caring for each other, for our clients and for the broader community. I'm really excited about what evolution is going to achieve and the difference we'll make to the lives of our staff, evolutionaries, clients and in the community." RDL



Marketing Manager

Sarita Atkins

Objective: Oversee and streamline the marketing activity across all of Evolutions platforms

Key Responsibilities:

- Develop and implement a marketing calendar of activities
- Review and implement brand strategy
- Analysis of sales data, marketing metrics and recommend solutions
- Analysis of digital marketing streams, create and then implement specific strategy
- Develop and plan street crew strategy
- Collaborate on events and sponsorship opportunities
- Develop and implement CRM strategy
- Assist and support KLIK's on Micro Marketing efforts

Hailing from the UK, I arrived in Sydney in October 2012 with my family to start our new life here in Sydney. I began working for a local not for profit developing a social media strategy, which led to doing some consulting work for My Marketing Mentor. I have worked in marketing for over 12 years across a great portfolio of Australian, UK and global brands including the Canadian tourist board, a leading tour operator, a large supermarket - to the largest customer loyalty programme in the UK.

I have already had the privilege of working with some amazing and passionate Australian businesses in this short time and am very much looking forward to working with everyone at evolution.



"Evolution has a wonderful ethos at heart, a supportive community to belong to and a company that understands the individual as well as the collective voice."SA

Events Coordinator

Simone Bonsor

Objective: To execute all events for evolution throughout the year.

Key responsibilities:

- Ensure the smooth running of all evolution events
- Support evolutionaries to run micro events that are on brand and further the community feel of each KLIK
- Make sure that evolution events integrate with the 4 week training blocks and link in to other relevant dates and initiatives ie City to Surf, Jeans for Genes, the solstice etc
- Integrate events with Key HQ marketing initiatives so that the business is further streamlined

With a background in graphic design Simone also helps to create much of evolutions marketing collateral

Simone studied Graphic Design majoring in corporate design, branding/logo design and minored in web design. Worked in the industry for a short period before starting a freelance design business. Then got an opportunity to work in events for 3.5years at a large 5000-person church in Perth organizing approx.. 16 events per year ranging from 500-person leader focused events to 15,000-person all church together event, both



indoor and outdoor venues.

Experience in the distribution of key communications, collateral design and overall coordination.

"I love the company values as they align with my own personal values - honesty, real, healthy, driven, inspiring, friendly community atmosphere."
SB

Operations Coordinator

Cara Inia

Objective: To ensure that evolution's day to day operations run smoothly and in an efficient and ever evolving manner.

Key responsibilities:

- Timetabling
- Rostering
- Equipment
- Locations
- Compliance
- Financial administration



Cara's background is in Operations/Logistics and Events. In 2011 she finished her degree in business and wanted to work with businesses that are in a growth phase.

In 2012 she took on a part-time roll with the Double Bay Chamber of Commerce as the Operations Manager. This role is ultimately in charge of rebranding and growing Double Bay back to its former glory.

Cara's strength is being able to look at a business and assess the business fundamentals and assess the businesses strengths and weaknesses from and operations point of view.

"The people and the culture of the company are amazing. There is a real sense of belonging and working together towards a common goal." CI

Program & On-boarding Coordinator

Kylie Neal

Objective: To ensure the evolutionaries are on-boarded and engaged effectively and provide them with a great experience of development programs during their journey with evolution.



Key responsibilities:

- Develop and implement induction program for new evolutionaries
- Develop and implement 90 day on-boarding program for evolutionaries
- Define and outline mentoring and coaching support for evolutionaries
- Conduct 1on1 Coaching support for evolutionaries when required
- Review the Performance Management process

Kylie is a yoga teacher and a Peak Performance Coach. She has an undergrad degree in Psychology and a Masters degree in Coaching Psychology. Kylie founded her business Thriving Minds in 2008 and earlier this year left her career in Human Resources to focus on coaching and inspiring those within the Fitness Industry to pay more attention to the mindset and psychology of their clients. Joining evolution, Kylie shares her skills in Human Resources and coaching to develop some fantastic programs to make the evolution experience a great experience from on-boarding to ongoing development.

Kylie is the newest member to evolution HQ and is excited about the growth and opportunity of being part of the evolution.

"I love the passion, determination, and strategic delivery of the team at Evolution. " KN



Other roles within the team:

evolutionary

Objective: To create a successful business within the health and wellbeing industry that is totally aligned with the evolution vision

Key responsibilities:

Grow, nurture and sustain a successful KLIK

Meet clear KPI's across all aspects of the business

Deliver the evolution experience both at the session and post the session

Be an ambassador of the brand

Be a powerful leader in their lives and the lives of others

evolutionaries are our lead trainers who partner with us to grow and sustain a KLIK. When all the legal terminology is put to one side we are partners with our evolutionaries in creating lives for themselves and for others that work. That means creating a financially successful and personally rewarding business that operates in the health and fitness industry. Today we have close to 20 evolutionaries in 3 States all of whom are creating lives that they love

Second Trainers

Objective: To support the evolutionary to deliver a world best evolution experience. Where appropriate to utilize the role as second trainer to develop the skillset to become an evolutionary



Key responsibilities:

Teach a great session consistent with the evolution ethos

Second trainers are the support trainers who work with an evolutionary. They commonly train on Mondays, Wednesdays and Fridays and generally work between 1 and three KLIK's. Second trainers will generally utilise secondary equipment or non equipment based choreography like the run or sprint sessions. Some secondary instructors are on a career path to becoming evolutionaries and others only work as second trainers.

Specialist Trainers

Objective: To teach specialized disciplines in such a manner that our clients feel completely taken care of

Specialist trainers teach a specific discipline like kayaking, yoga or pilates and will teach these specialised classes within the evolution program. These specialised classes are generally taught on merge days - Tuesdays and Thursdays most commonly. It is unusual but some specialist instructors also work as second trainers and may be evolutionaries but this is not the norm.