

June and her TPC Physio, Brooke, celebrating a goal-smashing treatment session together.

# 2021 **Painted** Picture

**How The Physio Co will  
look, feel and act by  
31st December 2021**



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***"Unless someone like you cares a whole awful lot, nothing is going to get better. It's not."***

**- Dr Seuss**

# What is a **Painted** Picture?

**Painting a picture is bringing  
the future into the present.**

The best way to ensure dreams become reality is to take them from our minds and share them with the world.



TPC'er Kathy celebrating her MVP of the Year award with her client, Linda

# Core Purpose

**The Physio Co exists to help seniors stay mobile, safe & happy**

*wherever they call home*

# Core Values

**We're a values-driven crew at The Physio Co (TPC).**

We achieve our goals by consistently living our core values.

Any decision, problem or issue will be answered by referring to these core promises:

## Respect everyone

**We understand that a small thing on our list of priorities may be the ONLY thing that matters to an elderly client. Therefore:**

- We are always on time
- We always do what we say we will do
- We always communicate in clear, concise and honest ways
- We are generous with our time to help others

## Find a better way

**Complacency is not our thing. Therefore:**

- We always search for new ways that help our clients, customers and team members
- We are committed to constantly improving: personally & collectively
- We inspire others by continually finding a better way

## Be memorable

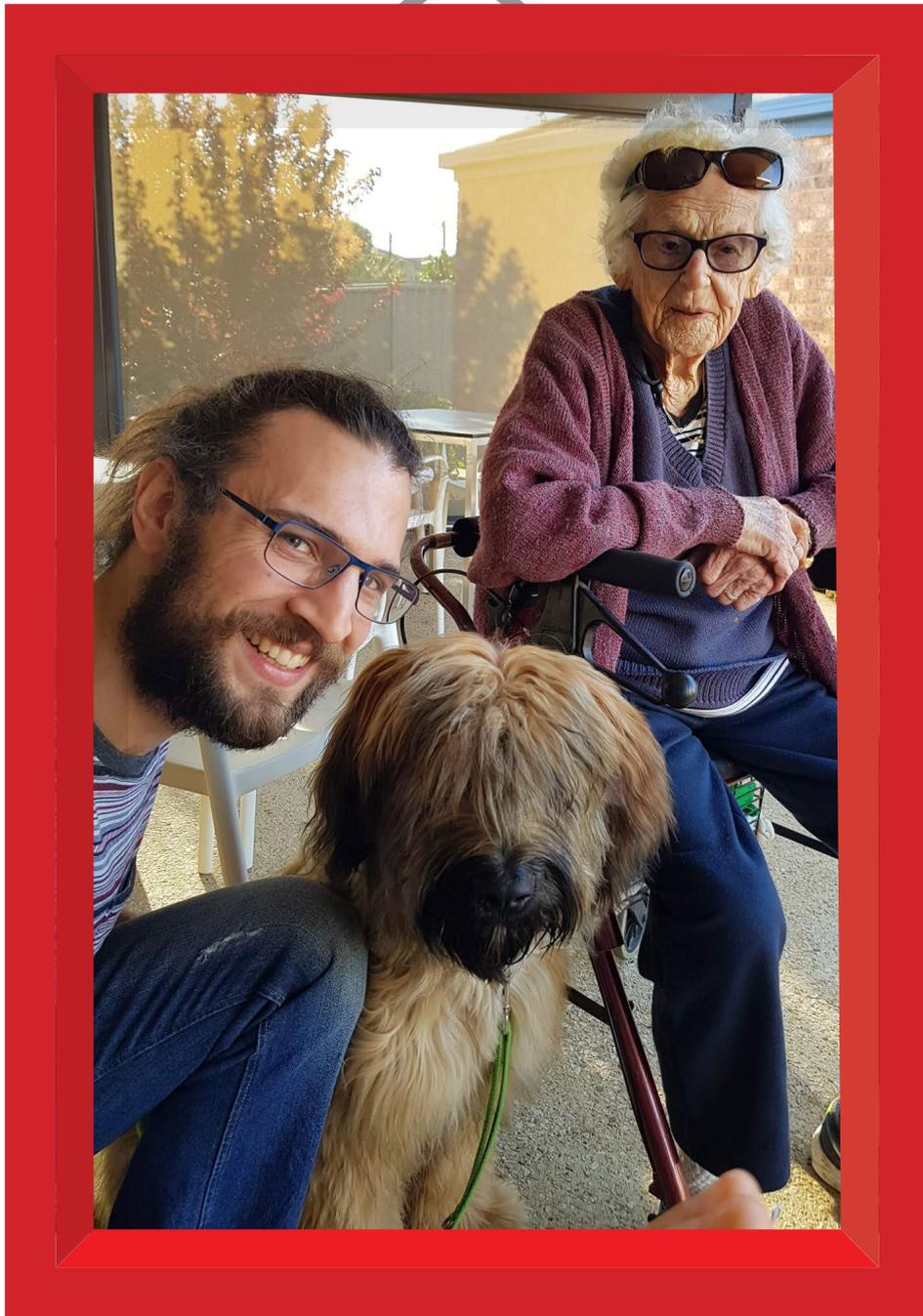
**We set high standards, have great attention to detail and like to impress. Therefore:**

- We are friendly and make positive first impressions
- We make people smile with our personal and understanding approach
- We take the time to celebrate milestones and successes
- We wow people whenever possible

## Think big, act small

**We are David, not Goliath. Therefore:**

- We are always prepared to 'give it a go'
- We are nimble, flexible and easy going.
- We always ask: "what can I do next?"
- We all help to achieve our painted picture of the future



TPCer Tim, his dog Ziggy and client, Margaret, taking a breather

## Who are we?

The Physio Co family (TPCers) are a **kind and caring team** who come from all parts of the world with all sorts of experiences.

We all love to **listen, learn, connect and grow**.

TPCers are a magnetic crew that work hard to help attract future clients and future TPC teammates to build an even stronger TPC.

## What do we do?

TPC helps seniors stay **mobile, safe & happy** wherever they call home.

With care and a friendly smile, we help to improve strength, balance, fitness, energy and confidence in our senior clients.

Our services help our clients to realise their hopes, dreams and goals. **#seniorssmashinggoals**

Whether in an aged care facility, retirement village or private home, our services are easy to access, are of high quality, and of course are delivered in a friendly and fun way that lives our core value of 'Be memorable'!

Our clients love to have a TPCer guide them to be as healthy and independent as possible.

## Caring and connecting

**Listening, caring and connecting with our teammates, clients and wider community** is an important part of who we are. Humans are born with two ears and one mouth for a reason. All TPCers are encouraged, empowered and reminded to listen twice as much as we speak.

At TPC, we understand that if we want someone to understand us we must first help them to feel understood.

***"People don't care how much you know, until they know how much you care" - Theodore Roosevelt***



Caring & Connecting: MVP Award Winners get excited on stage at a TPC swarm event

## People power

We have built an **award-winning team** around the simple concept of people power. Finding great people, training them, supporting them and then challenging them to become the best versions of themselves helps us all to learn, grow and improve.

**With growth comes opportunity.** When TPCers and clients suggest great ideas, they are received, considered and often brought to life as we are eternally working towards finding a better way.

## Culture is everything

The Physio Co's family culture that has been built, celebrated, published, replicated and continuously refined is the foundation of our team-first philosophy.

The Culture Is Everything system and book are lived, shared and clarified every day.

## Giving back

TPC is committed to our local, national and global communities.

The more we give, the more we seem to get.

We embrace the suggestions and ideas of TPC team members to identify and contribute to charities, non-profits and other important purpose-driven groups by sharing our time, knowledge and experience.





TPCers learning & connecting at a TPC Swarm Conference.

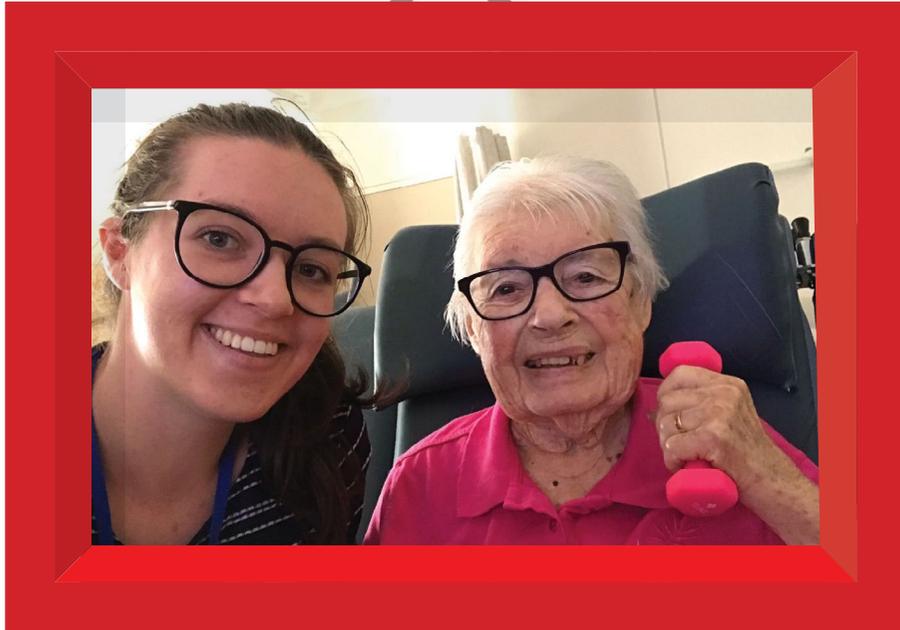


**Finding a better way is a TPC Core Value. Learning, growing, improving and sharing is what we do every day.**

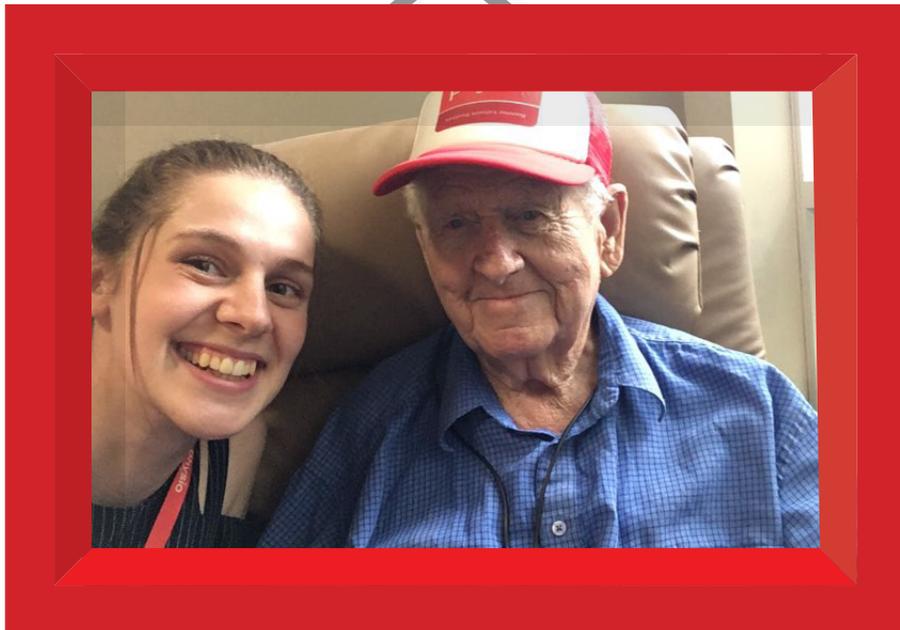
Every year, we have thousands of coaching conversations, hundreds of quarterly reviews, dozens of learning events, along with a whole heap of monthly meetings, weekly reviews, and daily huddles to learn, reflect and **find a better way.**

Our Clinical Coaches, Team Leaders, Clinicians, Quality Team and Support Team are all critical drivers of the learning environment that we live every day.

The biggest event on the TPC learning calendar is our annual TPC Swarm Conference. TPC Swarm is a day of **learning, growing and celebrating** that supports TPCers (and not-yet-TPCers) to help our senior clients smash their health goals.



TPC Physio Meredith & client Marjorie punching out some strength training



TPC Physio Emily & client Peter loving that post-exercise feeling!



## Our 10 Year Obsession

The Physio Co has a big, and scary long term goal that we call our 10 Year Obsession. That is, over 10 years, from 1 January 2019 to 31 December 2028, we will help our senior clients set and achieve **2,028,000 meaningful health goals!**

By attracting the right clients, understanding their needs, setting meaningful goals, working the plan, smashing the goal and then celebrating success together, TPC will help our senior clients be happier and more independent than they ever imagined possible.



By 2021, we will be on our way to our 10 year goal of helping our senior clients achieve

**2.028m**

MEANINGFUL HEALTH GOALS

by 31 December 2028.

**By 31st December 2021, The Physio Co will look like this...**



Our TPC team members live and work wherever they call home to help our clients

**SMASH THEIR GOALS.**



The Physio Co creates interesting, memorable and useful online and offline content that is

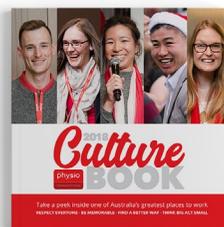
LOVED AND SHARED BY

**1000'S**



Every TPC client has a **PERSONALISED AND MEANINGFUL GOAL PLAN**

that is their road map for better health and independence.



**PUBLISHED 10 EDITIONS**

of our annual Culture Book



**The Physio Co DOES GOOD IN THE WORLD.**

We contribute to our local and global community with kindness, care and engagement.



**TPC LOVES AND USES TECHNOLOGY EVERY DAY**

to help more seniors and support more TPC team members.



**THE TPC TEAM IS HERE TO SERVE.**

We are caring leaders and trustworthy followers to help improve the lives of our teammates and clients.

**The Physio Co is the trusted leader in supporting seniors to smash their health goals!**