

2024 Painted Picture Vision

How The Physio Co will look and feel by 31st December, 2024.

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

Paint a picture of what the future will look like



So...what do we do?

"I want to go for long walks outside with my friend Peggy without any back pain."

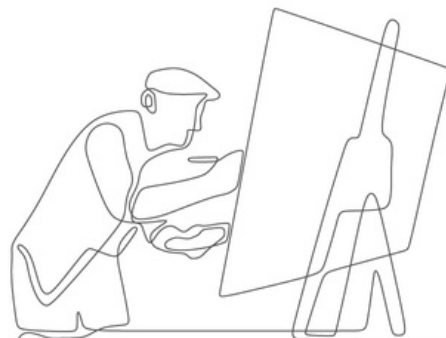


TPCer Maddy with Bette

The Physio Co:
experts in helping seniors lead active & independent lives.

With care and a friendly smile, we help our clients to discover their dreams, improve their confidence and achieve their health goals.

#seniorssmashinggoals



Everyday Extraordinary

tpc | the physio co

Who are we?

The Physio Co team are a **kind and caring crew** that love to **listen, learn, support and help others**.

TPC team members are a positive and proactive bunch who are always on the **lookout for new team members** to recruit and new clients to help.



Connection & Culture

Every TPC team member contributes to a **committed and high-performing culture** that comes from our strong and shared commitment to **helping elderly Australians lead active and independent lives**, on their terms.

Our culture grows from our rhythm of daily, weekly, monthly, quarterly and annual connection. Every day we **connect as a team and grow together as an energetic group** of people **striving to help ourselves by helping others**.

Training & Support

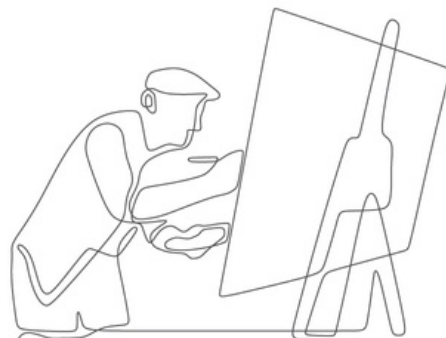
Learning isn't an activity, it's a mindset. We have built an **award-winning team** around the simple concept of people power.

Finding great people, training them, supporting them and challenging them to become the best versions of themselves is how we grow and evolve.

Eyes on the future

The Physio Co's **future is in our control**. From humble beginnings, to fast growth, and a reinvention along the way - we have a long history of setting goals, **doing the work** and achieving them.

The Physio Co's never-ending evolution is underpinned by a willingness to think big, act small and **bring our dreams to life**.



Everyday Extraordinary

tpc | the physio co

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

👉 This is our core purpose.
It's our cause, our belief and what we stand for.

"My lovely Physio Karleen knows the best way to celebrate my 95th birthday: with coffee and cake at Maccas during our much anticipated weekly exercise routine"

- TPC client Nita



Core Values

We're a values driven crew at The Physio Co (TPC) - we achieve our goals by consistently living our 4 core values.

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

Everyday Extraordinary

tpc | the physio co

tpc | the physio co

10 YEAR

2.028 MILLION

OBSESSION

"Kid you'll move MOUNTAINS!"
- Dr Suess



Our 10 Year Obsession

The Physio Co has a big, scary long term goal that we call our 10 year obsession. That is, over 10 years, from 1 January 2019 - 31 December 2028, we will help our senior clients set and achieve...

2,028,000
meaningful health goals!

"The best way to predict the future is to create it."

- Abraham Lincoln



Everyday Extraordinary

tpc | the physio co

*Everyday
Extraordinary*

**"You will get all you
want in life if you
help enough
people get what
they want."**

- Zig Ziglar



By 31st December 2024, The Physio Co will look like this:



TPC fitness programs

We have easy to follow fitness programs, both DIY and instructor led, to help our clients stay fit, active and independent.



Clinical team helping 1000s

Our clinical team help 1000's of senior clients with in-person consultations and 100+ exercise classes every month that improve our clients' physical and mental health.



A trusted advisor

We have 1000's of seniors' families reading our articles, watching our videos, sharing our emails and trusting us to guide them as they help their Mum or Dad.



Team++

We have a team of the most engaged, highest performing and well-paid people in our industry.



Connection +++

We connect with, get to know and support dozens of older people and their families every day as we guide them to be more mobile, safe and happy.



'Seniors Smashing Goals'

We're part of an Australia-wide event to inspire 1000s more seniors to stay active and move more.



TPC books : 13 + 1

We've published 13 annual TPC Culture Books and our very first Seniors Smashing goals coffee table book.



Open book finances

We have a sustainable and inclusive approach to managing our money including open book finances and lots of personal finance education for our team.



10-year obsession

We're making strong and inspiring progress towards our 10-year obsession of helping our senior clients set and smash 2.028m meaningful health goals by 31 December 2028.



TPC's 21st birthday

Woohoo! We're excited about this! We've booked our 21st party for early 2025 on a farm in Foster, Victoria.



TPC gear/merch

We have TPC clients, families and team members wearing TPC-branded caps, T-shirts & hoodies with a proud smile!



Everyday Extraordinary

tpc | the physio co