

## CUSTOMERS

## COMPANY

### IDENTITY

### PURPOSE

- Single/married w/wo kids
- Athletes who work with busy lives
- Beginner to advanced athletes
- Athletes who want support
- Athletes who want to be part of a Team
- Athletes who require balance with family, social, work and fun.

To foster the inclusion of sport in daily life in a balanced and enriching way that provides a sense of purpose, accomplishment and joy.

### AIMS

### ONLY-NESS

- Value for their personal investment
- Unlimited communication
- Feel valued, validated, and understood
- A path to reach their goals that fits into their lives
- Trustworthy and caring coach who believes in and listens to them
- A "Partner" in their endurance lives

- The most diverse, compassionate and knowledgeable endurance coaching company in the world that coaches athletes (as opposed to sports) in a manner that values the athletes' joy as much as, if not more than, it values results.

### MORES

### VALUES

- Value their time
- Appreciate human connection
- Appreciate having their voice heard
- Appreciate the value of a team
- Friends and Family oriented
- Love life, want to have fun
- Want to get healthier & be challenged

- Honest, compassionate & athlete centered
- Inclusive, collaborative & students of sport
- Always listening, learning and leading
- Love what we do

Who they are

Why we exist

What they want

What we offer

How they belong

How we behave

**Team MPI Brand  
Matrix**