

envive  
chiropractic



# VIVID VISION 2023

This declaration serves as a glimpse of where Envive Chiropractic will be by December 31st, 2023. Intentionally describing our Vivid Vision allows us to dream of where we will be in the coming years – and subsequently plot the course to get there. Our office will look like, feel like, and exist just like the office described in this very document. Consider this an open invitation to join us on this journey as we work tirelessly to improve the world – one experience at a time.



# VISION | MISSION | VALUES

Everything we do stems from our foundational statements: our vision, mission, and core values. We operate with the overarching “why” to enhance millions of lives. We accomplish this by executing on our mission – creating unforgettable experiences.

Our three core values each hold significant meaning to us:

1.

## Compassionate Samurai

Compassion means “to suffer with” while a samurai is a warrior. Love like Jesus did. You’ll notice this core value exudes from the heart of everyone on our team.

2.

## Innovative Mindset

We will always embrace and drive change. We know the rate of change in our office needs to outpace the external environment to allow us to provide the best experience for our patients.

3.

## Deliver Happiness

This core value is the catalyst of our success. If the least we can do for any person is to leave them happier than we found them – we know we’ve succeeded.

## VISION

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Enhance  
Millions of Lives

## MISSION

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Creating Unforgettable  
Experiences



# OUR CULTURE

Our company culture is at the forefront of who we are. Our culture is felt by our patients through the energy given off by our team and environment. Our team knows exactly how they are expected to behave, they fall in love with that version of themselves and decide to take it home with them. Our culture changes every person that experiences it for the better.

There's an overwhelming sense of smoothness that can be perceived from observing and

experiencing our daily operations. We operate at peak efficiency and our capacity allows us to never feel "busy". This feeling of smoothness is largely attributed to our culture. Patients feel it and our team lives it. The culture is the glue that holds our team together but also the lubricant that greases the wheels and allows us to serve more and more people.



# OUR TEAM

The people that make up our team are all “good” the first day on the job thanks to our rigorous hiring process. They quickly escalate to “great” by training daily and committing to personal growth. They are all capable of performing any task in the office to the standard of perfection they’ve committed to. The team operates as clones of the perfect employee – with each employee’s own personality and character added in to the mix!

Our team understands exactly what to do but more importantly “why” we do it. They understand that it’s not what we do but how we do it that makes the patient experience world-class. Our team knows and accepts no limitation to serving people. Patients never hear the word “no” without being provided a better solution.

Our team finds refuge coming to work. They know that they are safe, cared for, and empowered to be the best version of themselves every single day. Working at Envive allows them to shut out the outside world and the chaos life brings. They enter the office each day with a singular focus – create an unforgettable experience. This simplicity breeds happiness, fulfillment, and a tremendous sense of purpose.

As wonderful as our team is – we don’t get to keep them. We are merely a few chapters in their life and they will all leave us someday. The guarantee we make with them from day one is that regardless of how long they spend with us; they will leave a better human being. We equip our team to change the world.





# PATIENTS

The Envive Experience begins the very moment you pick up the phone and are greeted by the friendliest voice you've heard all day. The most convenient appointment time for your schedule is reserved for you and the first impression has already been set.

You arrive at the office and immediately begin to feel different. It's as if the healing process begins in the parking lot. The door is opened for you and you enter into a vibrant atmosphere that is unlike anything you've experienced before; yet, it feels like home. You are snapped out of this sensory euphoria by a smiling face gracing your ears with the sweetest of sounds – your name!

Your experience is filled with interactions with openly happy people who ensure all your needs are met and questions answered. The doctor spends time listening and understanding the problems you are facing and how they are impacting your life. The root cause of your problem is identified and you're given a plan with the end goal of achieving your desired results. You know that you are going to be able

to get back to doing what you love! You are completely at ease during your visit from the beginning to end. You're struck with a funny feeling you haven't experienced in a while – genuine care for the entirety of you. You feel so taken care of. You understood everything the doctor discussed, you had the opportunity for your voice to be heard, and you're filled with confidence that you made the best choice for you.

You return to your normal daily life a better person. Free from the burdens that were limiting you. You tell all your friends and family because an experience like this is too great to keep to yourself. You laugh at the challenges you faced before you experienced Envive – and have now set goals that you previously thought were unachievable.

You are a proud member of the Envive family.



# EXPERIENCE

Experience is subject to the opinion of each person – and our experience ranges from the premier chiropractic experience in the world to the happiest place on Earth. Every touch point of our office is dialed in with precise specifications. Your experience is tailored to you and your needs. It's as if the entire office was constructed from the depths of your very own imagination.

Our experience becomes a destination. People come to see us simply to feel better. It might be your chiropractic treatment that does the trick, or a hot cup of coffee, or a conversation with a team member where you got to say exactly what you needed to at that particular moment in your life. It's the overwhelming sense of being loved and respected that is expressed in a different deliverable every single visit.

Everything feels different here. Your senses are heightened and although you can't exactly put your finger on why – you know it'll never change and you come back for more.

UNRIVALED,  
OUTSTANDING  
& UNBELIEVABLE



# SYSTEMS & OPERATIONS

There's an excitement watching our team run the systems in our office. It feels like the Elves at the North Pole working to meet a deadline -- Efficient, Effective, Fast-Paced and full of cheer! Patients love that we always operate on time – they come to us when it's convenient for them and are rewarded for it.

At the core of every system is the patient. Everything we do is framed around providing the best experience for each specific person and their specific needs. Everything has been boiled down to a science and is routinely trained on to ensure optimal performance.

We track, measure, and monitor every process in our business. This allows us to never miss a beat. Problems in our office are merely hiccups – we take a few deep breaths, refocus, and before you know it, they are solved and gone. We work proactively to fix every issue upstream and ensure that the patient always comes out a winner. We never have to deal with forest fires.

We know that systems don't exist unless they operate at 95% efficiency. In our office, we run our systems at 97% efficiency ensuring that the best patient experience is the only possible outcome.





# OFFICE FEEL

Our office feels different – it's the kind of feeling you wish you could bottle up and take with you. The entire office is designed to solve your problem. It's a euphoric experience that touches on every sensory receptor in the body. The sight lines are clean with vibrant colors that blend together perfectly, yet pop and attract the eyes. The smell is clean and fresh – until you're hit with the always welcome aroma of freshly brewed coffee. Your taste buds are treated to a variety of pallet stimulators – from the coffee, almonds, mints, and ever-changing surprises to add to the mix.

The sense of touch is best described as "comfortable" – from the seating options for you to relax in, to the softest blankets we can find for those days where you just need a little something extra. Once you lay on the treatment tables, you realize that in the business of your hectic schedule you haven't actually relaxed since you

woke up. Every visit allows you those precious few moments of serenity where you simply lay down with your eyes closed and breathe.

Lastly, throughout your visits your ears are perked to the sounds of the office. It's the pleasant sound of genuine conversation and people taking time to care for other people. It's the kind of banter you experience when you get to finally catch up with a long-lost friend.

As you walk out the doors to return to whatever your day looks like, you realize your entire experience occurred in less than 15 minutes. You wonder how such a short time can be filled with so many memorable moments.

Everyone leaves with the most sought after component in the office – a smile.





# BRANDING

The Envive Blocks brand is synonymous with healing. Whenever people encounter the Envive Blocks, it just makes sense. Anyone can relate to the Blocks. The Blocks Brand is a direct extension of our office – the brand feels upscale and becomes a practical luxury once experienced. Whenever people encounter a health problem, they realize their Blocks aren't lined up correctly and know where to get their needs met.

Our brand is multifaceted and multidimensional – the underlying message is clean and simple. Yet, intentionally added twists allows us to reach everyone differently. Our brand exists in the mind of the consumer; everyone has their own take on our Blocks. We recognize this and work to make sure the patient's perception is upheld and strengthened with every brand encounter.

Lastly, our brand churns out brand ambassadors. The doctor and team are walking billboards for how we operate and what our founding statements are. Just by getting to know us and what we believe people want to experience Envive for themselves. Our patients sing praises of the experience and are quick to refer anyone who may benefit from what we provide.

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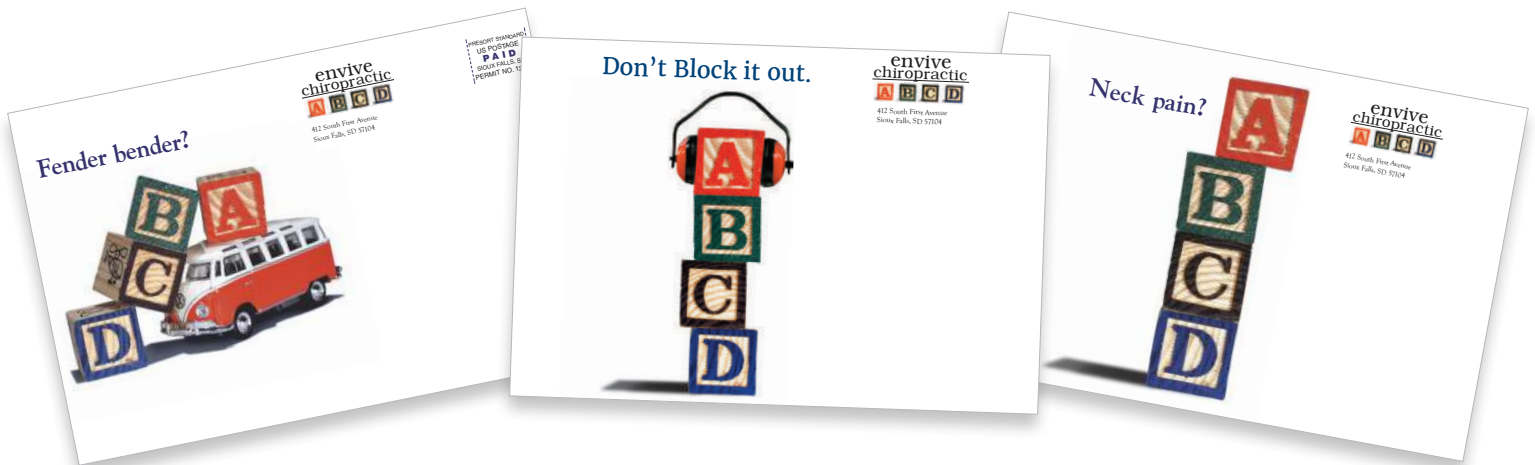


# MARKETING/ADVERTISING

Our #1 marketing and advertising component is the experience we provide – we’ve built and maintained a practice driven by word of mouth patient referrals. Every patient visit is viewed as the most valuable marketing/advertising opportunity we have. We believe marketing is every touchpoint that relates back to our office – advertising are the tactics we use to add fuel to the fire.

Operations → Experience → Referrals → Promotions

We remain intentionally selective with our advertising efforts. We’re not afraid to pepper our name throughout the community in avenues we deem appropriate. Our efforts of utilizing this controlled randomization allows us to “be everywhere.” We embrace and drive change – we’ll never sit stagnant with our marketing and advertising pieces. We constantly seek out new relationships and opportunities to spread our message. We know the people we meet and relationships we build ultimately determines our success.





# COMMUNITY IMPACT

We've become a mainstay in the downtown Sioux Falls landscape. If you ask anyone in Sioux Falls about Envive Chiropractic they've either experienced it themselves or know someone who has. We are a pioneer on the forefront of healthcare in our region. We're positioned as a key collaborator in the Sioux Falls healthcare system and help engineer the best possible total healthcare experiences for our patients. We're willing to come alongside and work with any healthcare organization for the sake of the patient. We know and whole-heartedly believe in the value we provide and work every day to extend it to more people.



# SUCCESS

Our success is simple: getting people back to doing what they love to do and keeping them there. My personal success comes through the fulfillment of creating an unforgettable experience. For patients, it's putting their health problems behind them. For members of our team, it's providing them with the best work experience possible. The success of our patients alters the course of history and changes the world.



On behalf of the entire Envive team, I want to thank you for being a part of our vision.

Enhancing Millions of Lives,

*Dr. Cole Snyder*