

WE HONOR the definition of an athlete:

an individual trained to compete in sport.

Our team is driven by the single focus to engage the individual and inspire them to unleash their potential. We strive to instill and deliver a new brand of athlete.

This is the standard in which they train.

ATHLETE CREED

READINESS

Readiness is physical. Your mind can only achieve what your body can handle.

Fuel, strength, function, and capacity dictate human performance.

ACCOUNTABLE

Look at yourself first. You dictate your path. Work hard, no one is going to do it for you.

PROFESSIONAL

Identify your role and responsibility within the working relationship. Demonstrate respect and contribute toward the positive growth of the group.

EFFORT

Absolute effort, you must be all in. Be present. Be alert. Be receptive.

INTENT

Targeted effort. Work with a specific objective in mind. Enhance your attention to detail, everything has an impact.

RELENTLESS

Refuse to settle. "Good enough" undermines our potential. Never quit.

CONFIDENCE

Believe in yourself. Know what you want and commit to your decision. Work and train without hesitation. Get out of your comfort zone. Work past the superficial ego and use preparation to breed true confidence. Erase doubt by working right now.

INSPIRE

Be a positive influence through action. Contribute to the mission. Redefine what is possible.

PURSUIT

Work daily, be consistent. Stay focused on the process. Set your goal – CHASE IT DOWN.