



## ABOUT US

### CORE VALUES:

# PRAISE

**Passionate** - in how we communicate, express gratitude & pursue our callings

**Relevant** - in meeting people where they are

**Audacious** - in how we think and plan

**Intentional** - in how we build relationships & grow

**Savior-Centered** - in how we act & make decisions

**Excellent** - in how we lead, manage & execute

**VISION:** To change a culture one man at a time

**PURPOSE/CAUSE/PASSION:** Equipping men to know God and their purpose

**OUR NICHE:** Providing tools and training for growth in a man's faith, family, friends, fitness & finances

**10-YEAR TARGET:** 50,000 men active & engaged & \$10 million budget

### TARGET MARKET:

1. Christian men
2. Christian leaders of men & small groups (pastors, churches, business owners, etc.)
3. Mentors & protégés

### OUR 3 "UNIQUE'S":

1. 5F Model
2. Diverse menu/options for men
3. MOI staff/customer service

**GUARANTEE:** Accountability, balance & spiritual growth