

## *The GASPPPO Manifesto*

At Global Association of Small Professional Practice Owners (GASPPPO), we operate as a values-centered association. This simply means that our fundamental principles are at the heart of everything we do – the reasons why GASPPPO was founded, our internal operations, what we offer our members, our membership criteria, our selection of experts, our marketing efforts and decisions we make. *The GASPPPO Manifesto* represents our core values, brand promises and strategic direction. We will not be a part of anything that is not in alignment with our *Manifesto*. Everything we do, have and stand for as an association is guided by the following six principles...

### **#1: To Motivate, Educate and Enable**

We do our utmost to motivate, educate and enable everyone that experiences a GASPPPO membership. That stems from our burning desire to educate them about what to do and how to do it, as well as motivate and enable them to embrace their challenges, focus not on problems but on solutions, and take action in order to step into and stay in their brilliance. To accomplish this, GASPPPO is structured and operated in a way that everything we offer our members revolves around helping them access the education, connections, resources and support they need to:

1. Consistently attract and retain clients, and have a practice that enables them to perpetually live a life of passion, profit, prosperity and purpose
2. Continuously evolve and progress personally, in order to be the kind of leader and visionary required to take their practice to the next level
3. Be able to use their practice as a channel for creating their own definition of personal freedom, and remaining in that space

### **#2: Global Citizenship**

At GASPPPO, global citizenship to us means giving without expecting a return, being good role models, making a positive impact on the world, having compassion for our fellow human beings and acting with awareness of the world as a global community. We believe that we are all part of a global web of humanity. We also believe that when we receive the gift of abundance, inspiration and empowerment, if we share those gifts with others, the world can grow and prosper together. In an effort to foster global citizenship, we do the following:

1. We participate in philanthropy by making financial contributions to charitable organizations. Our members are the reason why this is possible. By becoming a member of GASPPPO, they help us help less fortunate fellow humans, through contributions to non-profit organizations that are committed to providing and

researching cure for diseases, the relief of poverty and helping individuals affected by natural disasters

2. We are currently spearheading a philanthropic project (to be launched next year) that will enable us to make more charitable contributions on a larger scale, to those in need of it

### **#3: Collaboration Beats Competition**

We live in a world of abundance, and as a result, we don't believe in the traditional concept of competition because we consider that to be a scarcity mentality. Instead, we believe that a united group of small professional practice owners working together for a common purpose is a force to be reckoned with. At GASPPPO, that common purpose is the perpetual personal and business success of each member. Collaboration means access to the combined influence, intelligence, effort, experience, drive and talent of the group as a community. Collaboration means access to group discounts and offers that are better than the kind achieved by the buying power of just a single individual or one practice. Collaboration means pooling resources to generate results greater than what could be achieved individually. Collaboration means teamwork, as no successful business is built by its founder alone. It takes a community of specialists, strategic alliances, peers and advisors to build a thriving business. And, especially for a small practice, collaboration is a more reliable path to sustained success than competition. This is because when done rightly, teaming up creates bigger, better and faster results. So, at GASPPPO, we're all about collaboration and leveraging the power of a community!

### **#4: Big Picture Approach**

*" Growing your practice requires also growing yourself. Being a part of our community enables you to do both." – Habiba, Founder of Global Association of Small Professional Practice Owners (GASPPPO)*

We recognize that growing a practice is not just about what the owner is doing (or not doing), but also about what they are thinking and how they are being. We also understand that our members have various time commitments, different learning styles and diverse business models. And, we know that having all of these factors in order is critical to the success of any practice because they are interdependent on each other. So, we take a "big picture" approach to serving our members by taking all of these factors into consideration when providing for their needs from a personal and business perspective. While our focus is business growth, and not personal development, we incorporate personal development in relation to helping our members maximize the potential of their practice, and ultimately using their practice to support the life of their dreams.

### **#5: We Are NOT All Things to All People**

Membership at GASPPPO is selective, based on business experience and business revenue. This enables us to add more value to each member because everything we offer focuses on the specific needs of practice owners at a certain business

level, as opposed to trying to offer all things to all practice owners and doing a disservice as a result of spreading too thin.

While the fundamentals of business growth and personal development remain universally the same, there are some particular characteristics, issues, challenges, trends, terminologies and needs that are only common to certain business types, sizes and sectors, and their leaders. For example, the requirements for running a large retail business chain are different from that of running a small professional practice, just like certain marketing strategies need to be adapted in order to suit a specific industry. Similarly, at GASPPPO, we focus on business growth for owners of small professional practices. What that means to our members is that because our focus is very narrow, they get **specialized** support and solutions from peers, mentors and experts who completely understand what they face. Additionally, we only invite into our world, like-minded players who have a grand vision for the next level.

## **#6: Commitment to Excellence in Service**

Our success as an association and exceeding the expectations of our members go hand-in-hand as our number one priority. So, our members can expect a standard of service that reflects our commitment to serve them excellently.

**Our Pledge:** *" No one and nothing, including our Association, can help you achieve your goals without your participation, because YOU are the key to fulfilling your aspirations. We promise to provide the required information and resources, which we absolutely, positively and definitely know will help you produce the results you want for your Practice when YOU take action to implement them." – Habiba, Founder of Global Association of Small Professional Practice Owners (GASPPPO)*

Our promise is in our slogan... *" Maximizing the potential of small professional practice owners and their practices."* We pledge to provide our members with the business growth and personal development resources and support needed to have a practice that continuously thrives.