



BUILDING YOUR
BUSINESS WITH THE
**"GENIUS OF
THE AND"**



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For at least two decades, personal trainers and studio owners have succumbed to what best-selling author, Jim Collins calls the **“Tyranny of the OR.”**

In the case of the fitness studio owner, we’ve incorrectly asserted that we can do work we are passionate about (fitness) OR we can make great money.

Collins’ research suggests that great leaders and companies escape the tyranny of the OR and embrace the

“Genius of the AND.”

We can do work we are passionate about AND still make great money. It turns out, work we are passionate about and earning a great living are not mutually exclusive.

“Genius of the AND”

Examples:

Passion

AND

Profit

Structure

AND

Creativity

Responsibility

AND

Freedom
