

# Massage Vision & Mission

by Dr Jo Scoble



## Vision

To provide massage services catered to the needs of most every adult who wants it (and is appropriate for them).

To create a business that is

- Affordable.
- Accessible (to most people in the area).
- Inclusive.

## Mission

- Create a customer flow that is transparent and easy to use in different ways.
- To work out of spaces that allow easy access.
- To offer affordable options.
- To show visible alignment and safe space for marginalised communities; inclusivity for LGBTQI+, Disabilities, BAME, Neurodivergent.

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I understand the power of massage as someone who lives with chronic pain (Arthritis, Fibromyalgia, Migraines), making massage an important part of my life, so I want to create a massage business that will help those who need it.

I receive massage very two weeks as a form of self-care; it calms my nervous system and resets my whole being, as I navigate a world that is highly stimulating.

Many people think massage only works with the soft tissues, but it really works with the nervous system too, helping us all to say a big 'thank you' to our whole body, being grateful for what it does for us every day.

