

a branded world

PODCAST

with
Luiza Campos



021 | SPINNING INTO PURPOSE WITH
ANDREW OBRECHT

EPISODE TRANSCRIPT

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A BRANDED WORLD PODCAST – 021 | SPINNING INTO PURPOSE WITH ANDREW OBRECHT

Luiza Campos:	00:00	You're listening to a branded world podcast, episode number 21.
Announcer:	00:08	Welcome to a branded world podcast where we explore great brands and give you tips, tools, hacks and guides to create brands that captivate clients and drive growth in revenue. And now your host, Luiza Campos.
Luiza Campos:	00:27	Hello everyone and welcome to another episode of a branded world of branded world is a member of the Alberta podcast network powered by ATB. In today's episode, I am talking to Andrew Obrecht, the owner of y, y c cycle and why these are spin studios located both in Calgary and Edmonton. Now, Andrew is a really inspiring guy who has been building a incredibly strong community of people from all walks of life who are inspiring each other and encouraging positive change amongst themselves and amongst their communities. Today we're talking to Andrew on how he formed cycle and the cycle. This spin studios on something so much bigger than spin classes. We will hear from Andrew how he built this community and just the transformational impact that y, y, y cycle is having on those who attend the class as the spin classes, but even beyond that and the contribution that this tribe, the tribe that he has built is making to the communities and the people around them.
Luiza Campos:	01:44	I hope you enjoyed this episode. It has some really great inspiration and very practical advice on how to bring people together, how to form this impact and this purpose that is so much bigger than what you do, the service you provide. I recommend you checking out the show notes for this episode@abrandedworldpodcast.com. We will have there some images of what I see cyclists doing of the tribe as well as the purpose and the mission behind the company. So again, go to the show notes@abrandedworldpodcast.com. I hope you enjoyed this episode and here we are with Andrew. Hi Andrew. How are you?
Andrew Obrecht:	02:34	I'm doing well. How are you doing today?

- Luiza Campos: 02:37 I am great. Thank you. Thank you for being with us today and driving, really interested in hearing from you about why, why see cycle and the brand and the community that you have, build the tribe that you have built around your company. But before we get into all of those details, can you share with us a little bit about your background and how you got to be where you are today?
- Andrew Obrecht: 03:01 Sure, absolutely. And, uh, you know, I think it all starts with curiosity. Uh, you know, many times people are wondering where to go in their lives and what to do and there's a lot of recommendations of following your passion, but sometimes people, you know, might not know exactly what they're passionate about, but they may be curious about a lot of things, you know. And so for me it came down to a curiosity, you know, uh, about in 2009, I was graduating from UC, I was an international business student. It has a scheme. And then I also played football and see. So at that point in time, you know, speaking of physically I was 260 pounds at my biggest. So, uh, of which you probably wouldn't consider, you know, the typical spin instructor to be 250 pounds. And at that time, uh, you know, I was doing yoga for a while and the owners from a yoga studio were opening up kind of the first of their kind spin concepts in Calgary and uh, based on, you know, some inspiration of studios in, uh, in the US. And they asked me if I wanted to be a spin instructor at that point in time. I thought to myself, you know, I haven't done too many spin classes one and number two, I didn't really love cardio. Uh, you know, I do now, especially the spin that we rehab. But, uh,
- Luiza Campos: 03:01 Not many people do.
- Andrew Obrecht: 04:28 Exactly. And I do that. I needed to do it though I knew that I needed to stay consistent to my health and wellness and finishing up football, you know, I needed to find something to take up my time. And I also thought that, you know, I love to speak about curiosity and what I really love doing it upon a time is I loved people. I loved connecting energy was my jam, you know, I loved coaching and I really thought to myself, there was nothing negative to happen from that. So it's interesting fast and fast forwarding today and seeing, well because of that decision, you know, and many people, uh, in the meantime, over the last four or five years since I started teaching a, here we are today. So from there, you know, I

started a teaching and really started loving what was happening in that space.

Andrew Obrecht: 05:17

You know, the, the bike just became a platform to what happened in that room. It wasn't even about spin anymore. And for those of you listening who have been to cycle, or those of you that check out on instagram's, um, you'll see our mantra on our wall actually says, you know, we're not in the business of spin classes where the business of positivity and passion and community and authenticity and really that keen from a conversation from one of our first motivators, um, who was telling this story too? And she said, you got to write that down. That's, that's your mantra. So, um, it's kind of interesting how things happen. And then, uh, you know, with, with that as to teach spin, I, uh, wanted to create a community of people that came to my classes, you know, and I wanted them to feel welcome no matter what size she age, sexual preference, skin color they were.

Andrew Obrecht: 06:10

And so I really wanted to identify with this group of people coming to my class. So I started calling them the biker gang and uh, that really started taking off. People kind of saw it connected to a bigger purpose and a bigger group and, you know, uh, let's fast forward a little bit so I'm sure you'll ask me some other questions with regards to the intricacies of it. But, uh, you know, when I parted ways with those studios, I have met to two partners that have been in oil and gas and interested in spinning and running a business together and wanting to have a spin studio but really had no idea on the fundamentals of teaching. And so that's where I came in and we kind of formed while we see cycle. And again, fast forward again, here we are almost four years later with our five studios, [inaudible] chocolate to an editor. We've got 300 people that are on our team that worked for us and then you know, we have a biker gang of close to 40,000 active riders. So it's been an incredible journey in the last five years since I taught my first spin class.

Luiza Campos: 07:17

That's an amazing story and I think she, I mean, your growth is quite remarkable when I think you can attribute a lot of that to that community, to that tribe that you've created. Because I've seen that on your walls, you know, that you're not in the business of the spin classes. This is just how you. It's the method by which to create this community. Right? And I think this is quite remarkable

because we talk a lot about this in the podcast. A lot of companies, they confuse their purpose with what they do. And you were, you were very clear. You knew what your purpose is and you understood and you even put it in the wall that it's not about spin classes, which for some companies can seem very counter intuitive. I'm just saying that they're not in the business of what they do have the services or the products that they provide. So how did you arrive to that and was this something that you knew from the, from the beginning, or was this something that you just kind of realized as, as you started the business?

Andrew Obrecht: 08:21

Well, I tell you what, it's a, you know, somethings in life you kind of look back retrospectively and see like, oh, that was a, that might have been a good idea. So part of it, I know I was just at a conference at where Brené Brown talked and she's a huge advocate on vulnerability and openness and. Oh yeah. And I think the biggest thing with that is that I looked at my story and when I first started teaching spin, if I showed you a picture of it, I'm today, you wouldn't believe it was me, uh, you know, a 250 pounds teaching span. But, you know, I talked to people all the time that no one should ever compare the first chapters is someone says chapter or someone's third chapter to chapter. And so I think it's just an overarching understanding that we're all here to better ourselves in, in some way.

Andrew Obrecht: 09:18

And so, you know, building that community. I think at the end of the day, I looked at my journey at the beginning and I thought, you know, what did I want? I wanted a place to belong and want it to a place to be healthy. I wanted a place to connect and if we provided a platform not only for our customers or a biker gang to feel welcome, no matter what age, size, you know, athletic level and uh, not only for them but also for our staff and our community to know that you don't have to be what you see on a, you know, a fitness magazine to be a leader at that front of the room. You just have to have a passion to connect with people and the passion to better yourself.

Luiza Campos: 10:03

Because you know one thing as well in your touching on this now and one thing is to know what your purpose is. You know, what you're trying to build, which you didn't know that you were very clear on that. But how did you go about ensuring that those who work for the company

or who represents, you know, see cycle in the different classes that they understood that too and that they knew how to express that, how to help shape this, this community and this purpose that you're trying to build.

Andrew Obrecht: 10:35

I feel like that's kind of the two part answer one, you know, internally and externally having art values up on a wall in the sense that we're not in the business of spin classes where the businesses, all those other things on a wall, you know, we talked to our, our team and tell them, you know, you don't have to be obsessed about every single item on that list, but every time you come into the studio, you should be obsessed with providing the energy and the experience that would resonate with one of those words on our walls, though, you know, whether or not it's passionate or positivity or authenticity, your community or connection, um, or happiness. I mean, at the end of the day, at the bottom it says one of the business of happiness. I just listened to your amazing book delivering happiness. A Tony Shay from Zappos and uh, you know, he wanted the.

Andrew Obrecht: 11:33

I'm going to go on a tangent here, but one of the things she was talking about was, you know, you ask people why they're doing things in life. And, you know, some people might tell you they want to run a marathon or they want to be in a, in a committed relationship, or they want to be a. and then Tony Shay talks about, then you ask them why, and they might say, you know, they want to lose some weight to run the marathon or half a little bit more into this year connection by being in a relationship or having a little bit more finances being a ceo. And then the magic is when you start asking them why again, and if you continue to ask people why, uh, again, and again, and again, we all eventually get back down to happiness. They think that, you know, that platform, whether or not it's the CEO, the relationship parts, the marathon, that's simply the platform to what they believe will bring them happiness.

Andrew Obrecht: 12:32

So we're really all after the same thing. Um, so I think that on the team side, it really is allowing people to resonate with those values and understand the why we're in this business. Um, you know, the second part of that, that question and the answer is for our community. The biker gang, I think everybody wants to be a part of something bigger, so identifying or community as the biker gang, um, is powerful in itself, but also allowing that biker gang

to own part of our business. What I mean by that is we have what we call our give her campaigns and our giver campaigns are a. every Friday we have a class, it's a half price class and at the end of the year we donate \$10 per person that came to that class. Now we donate to charities every quarter. And the magic behind this is that those charities are voted on and decided on by the biker gang.

Andrew Obrecht: 13:29

So in the last four years between our giver or charities and our, some of our fundraising causes and so on, we've raised over half a million dollars to various organized and various organizations. And the beauty behind this is that the biker gang is not sexist. It's not ages, it's not biased. It's not a, you know, they believe in so much. And so we've raised money for, you know, the, the community, the biker gang has voted on a winning charities being the Calvin wanted emergency shelter, uh, you know, Zoe's animal shelter and Arabic means society. Um, the stollery children's hospital, Camp Firefly, which is the only national cap for Gay, bisexual, transgender youth. So it's really amazing to see what the community as a whole puts their effort behind to raise money for. It's really, it's, it's amazing. It's the thing that excites me most about the business,

Luiza Campos: 14:33

you know, you said so many important things because you are building this community which then is building or help build or help make a healthier community and the cities that they're in, right? So it's the biker gang helping the bigger community in which is, which is beautiful. And I love how, you know, when you mentioned in terms of the staff and all your values that are on the wall and this aspect of, you know, some days you may not, you don't have to worry about identifying or expressing all of these values, but pick one, pick one. And if that day that's the one that is more authentic or genuine to you, then you're still helping express the brand in strengthening the brand that way. So I think that's a very, a very cool way to, to help staff engage with your brand and make sure that they, they can, depending on the day. Right. And they know what to do to leave that brand. Can you share with us what are some of your favorite examples of how your, your status, if you call them staff to call them staff.

Andrew Obrecht: 15:48

I call them family for the most part.

- Luiza Campos: 15:56 Yeah. That, that's why I was asking because it doesn't quite fit to the term staff with, with your brand to the sounds a lot better. So t, can you share with us some of your favorite examples of what team members have done, you know, to that really represent the brand?
- Andrew Obrecht: 16:13 I think the most exciting thing that we've just recently within our company, within our teams as a, what we call our pods. So International Women's Day today, and you know, we did a little video out of them so that we built these studios in these communities on powerful women. You know, we're fortunate to have majority women within our team and who have helped us build this. I mean, it certainly takes a small village to get us where we are and that's both internally and externally. And uh, you know, what we try to continue to do is create a connection with our team now with 300 people. Um, I no longer in, you know, our leadership, uh, no longer can be the only point of contact and connection that each person in our team can have on a regular basis to feel connected. So what we've done is we've created what we call these pods and the pods include our motivators, which is what we call our instructors are key leaders, which is our managers and a volunteer base that we have and what we've created as these pods of about 16 or 17 members.
- Andrew Obrecht: 17:35 And from there we actually created a little bit of a competition called our pod games. So we reward them for getting together and connecting and doing things such as going to spin classes or going out for drinks or food or going and volunteering or even attending meetings and they have to take photos together and uploaded on our internal server. And so our whole community internally, our team sees all these pictures of everybody getting together and obviously, you know, everybody's a little bit competitive so they're all trying to gather as many points as they can. Uh, I'm not going to announce today what they might win at our summer summit, but, uh, that's, that's been one of the most exciting things is just to see not only, uh, you know, how everybody's connecting in individual cities, Calgary and Edmonton, but also how it's starting to really connect Edmonton and Calgary together so that they can see that it's a very similar community, uh, you know, based in similar values, but in their own unique ways that Edmonton is so amazing and calculus all amazing in unique ways.

- Luiza Campos: 18:44 This idea, it's a really interesting way of the protein team building because you create this spots and as you mentioned, so these are, and how do you go about selecting who will be in this spots to do people volunteer to be in specific groups or how to go about selecting that.
- Andrew Obrecht: 19:06 Each part will have a, you know, it will have a senior motivator or coach that we call them and a manager or a couple managers, so have them kind of lead their parts and then we randomly select everybody else. It's a luck of the draw. So there's no preference. We really want to encourage connections that might not have happened before because, you know, in a, in a spin studio and spin studios, you know, you don't see each other all the time. It's not a regular nine to five. So we want to create opportunities for um, individuals on our team who wouldn't regularly meet each other and get to know each other. But because of these parts are, um, are being able to kind of form friendships and bonds or connections or even just to learn something new from someone they haven't met,
- Luiza Campos: 19:57 I think it's a brilliant idea because you're right in, in your case, you're very different from a regular business that people are in the same place, usually at the same time as well in your case. Some of these motivators or leaders may never even see each other. So I think this is a brilliant idea in terms of really leaving your brand because you are about building this community, building this in motivating people and staying positive. So it's a way to live that brand and to really create more of that deeper connection with the company as well as with each other. With all of the team members. And does this gets shared with your audience, with the biker gang? Or is this just a, you know, you mentioned that they share some photos and whatnot. When they got together this, this gets shared with the gang.
- Andrew Obrecht: 20:48 The greatest thing that comes out of this, because to redeem their points for these pod games that we have, they have to take pictures and so that creates content for us as well. So it also acts as an opportunity for us to create content which we can bring out to the, uh, you know, social media and marketing and so on and uh, it is something that, you know, we will be creating kind of trophies and stuff like that for Calgary and Edmonton and we didn't want to have them in the studio so that it is a

point of conversation for the biker gang to ask, you know, what's this, what's that and what's a pod and really understand that, you know, people that are on our team really actually enjoy being at the studio session and it's not just a, a, a facade, you know, we try to represent the words that are on our walls, not only for the biker gang but for our internal teams as well.

- Luiza Campos: 21:47 I think that's when we talk about this a lot in the podcast too. I can't reinforce enough what you just said, which is you can't take a brand, you know, you have to really, once you pick what your brand is about, which you did and you had it very clear about, you know, being passionate and positive and motivation and it really about community and happiness. You have to be willing to live by those values and really wanting to demonstrate those values, especially when times are tough, especially when it is a harder decision to make to do this, so I love that you are, you are so genuine about those values and you really want to make sure that your team members are too and they understand what this is. Because when, when you truly genuine about it, people can see it. They can. They can sense it and that's why I think brands like where I see cycle becomes so attractive because you really believe and you can sense it and you can feel that what you say or who you say you are is, is true. It's very, very authentic.
- Andrew Obrecht: 22:56 Absolutely. I agree.
- Luiza Campos: 22:58 How has your client's reactions to this been? You know, what are some examples of how you see, you know, the biker gang really getting involved in really understanding this brand and connecting to it
- Andrew Obrecht: 23:17 being the third, third space, you know, that third home between work and home. It really seems like we've created an environment that fosters relationships change mentally, physically. It's, um, we continue to try to find a new ways or the bike again to interact with our brand, uh, know we're lucky that our brand is an experience, you know, within that room, within that space, because a lot of successful brands are ones that allow their customers to actually experience the brand, not just use the brand. And so, you know, we've, we continue to look for opportunities to bring our Patriot game into interacting with charities that we're raising money for, you know, and uh, and also kind of bring them in to give

them opportunities for them to grow. Again, not only physically but mentally as well. It seems like, you know, this environment that we've created in the space that we've kind of created with that macho, you know, we're not in the business spin classes have been so powerful because we continue to hear stories of individuals who are going through cancer treatment or going through depression or perhaps a, you know, an eating disorder or some other obstacle within their life, a death of a family member.

Andrew Obrecht: 24:51

Then it seems like this, the space that are motivators in our key leaders and her crew have created for the biker gang really allows them to connect or connect or you know, release or gain or you know, it really is kind of that platform that's welcoming to everyone for whatever they want to use it for. If that pink. So we, you know, we are so many amazing stories. I think that, you know, some people go to church on Sunday, some people go to organized sports to connect with other people in release and, and recharge. And it seems like I'm becoming more and more of this platform for people to gain strength and confidence mentally and physically to allow them to take on the battles that we all face outside of, uh, you know, our doors when we leave in the morning.

Luiza Campos: 25:48

And that's one of the reasons I love this example of I see cycle because you told us the magic and the power of true remarkable brands. The engagement and the connection, that emotional connection that your users, the biker gang has with your brand is so deep. And it has almost nothing to do with, you know, with this pink classes. It's all about, as you mentioned, the environment and what it allows us to them, what it means to them emotionally. You know, this, this opportunity or this place or this environment where people can get the strength or to face, you know, what they're facing in life or connect with others. Feel like they belong and feel like they are getting that. As you mentioned, that a release or that support that they need. Be able to face what it is that they're facing in life. And that connection, that's priceless, you know, that is, it goes even beyond loyalty. I mean, that's a really true to a remarkable brand and congratulations to you guys for being able to, to shape that, for being able to create that in such a powerful and genuine way.

- Andrew Obrecht: 27:07 Those that work with us on our team, we really look for people who were started with the biker gang experience that, you know, physically and mentally to provide that same opportunity because they are doors, um, the ambitions that they have to provide that same experience, uh, in a unique way for the bike. Again, that come through those doors is really, uh, you can't teach that. It's something that, that, uh, is so special about every single person that works within wire can cycle.
- Luiza Campos: 27:56 Yeah, there's a genuine care for one another and you can, it's palpable and you can see that when you walk in and it's remarkable. That's what makes a remarkable brand is really staying true to your values and being very genuine and being able to attract people. Uh, you know, as part of your team members who have that same, who share that same intention and values because you need to maintain that brand consistency in that, uh, the essence of your brand, what makes you. And it is hard to do as you grow and have different locations. And I think you partially answered my question now because you're talking about how, if I understood correctly, you mentioned that some of the biker gang become then motivators. Is that correct? And is that part of what you think you have, um, has enabled you to have that brand consistency as you grow and have different locations?
- Andrew Obrecht: 29:00 Are motivators specifically a retraining group? Our training is about four and a half hours per week and we do have a medical director that's looked over all of our movements and so it actually is functionally sound and, and so we have a lot of pride in the program that we've put together in the training program. So we know that if we can find individuals that have had an experience being part of the biker gang would like to improve themselves and also they deposit deposited and impact on people, then really we can go into any space or any province or any city and find people that have that similar desire. It really is more of a value based hiring system rather than a skills based hiring system. Just like the biker gang is all ages, sizes, democratic sexual preference, skin color. So our motivators. So our kids. So our crew, you know, we, we talk about it.
- Andrew Obrecht: 30:12 There were just a mirror of the people that come through those doors. And so I think it's really important to, to bring that diversity, um, uh, you know, in, in it's entirety of definition, not only within our team but also

within the biker gang. I think that we pride ourselves on being kind of open to everybody, you know, and having that open environment. But I think, you know, you can find people anywhere. They just want to connect, um, you know, improve each other's lives and find that space to, to create a community and be a part of something bigger than themselves.

- Luiza Campos: 30:51 I love it. I think it's so true and that is exactly what you need to make sure to ensure that your brand and you know the magic of your brand, the power of your brand and what has because it's really what the value that people see, what they get out of it is so much more than, than the spin classes. That engagement, that connection, and to be able to maintain that, you really have to ensure that you are hiring based on values and the skills and that that can be taught, but those values and that thirst to, to connect to and to really live the brand values then needs to be there from, from the get go.
- Andrew Obrecht: 31:33 Absolutely.
- Luiza Campos: 31:34 Can you talk to me a little bit because you guys do. I think you have some great examples of how you engage with your audience, with the biker gang and you mentioned the, the Giver Fridays, which is an amazing example. Not only how you engage with them, but how you actually make them feel part of the, of the brand. Right. Really in a more meaningful way. But can you tell us a little bit more, what are some of the other things that you do to engage with, with the biker gang?
- Andrew Obrecht: 32:04 For sure. So, I mean as far as purpose driven, but we have to give her Fridays. We also, whenever we open up a new studio, the first whole week is all give her classes and you know, the company does not earn any revenue for the first week. It's all, it's all classes that end up, uh, that, that let's say revenue generated or the monies generated is all donated. Um, so that's, that's kind of a powerful first step forward for a bike again to, to see that we lead by example and uh, you know, as far as engagement with the biker gang internally, you know, we created culture that uh, you know, our motivators and archeologist and crab as we've taught a want to provide that, that space that resonates with the values on our walls. Now outside the studio, uh, engage with our nitrogen, we of course use a, you know, different media sources, mainly social media and instagram to engage with our bike, to hold

contests at times to uh, just very actively interact with them on social media has been a great tool for us. We also do connect with different organizations within a calc two to help continue to expand our impact beyond our studio doors. You know, for instance, last year, uh, we did a spin on it, actually, it was our second annual spend for the prostate cancer center and that raised \$70,000 within the evening.

- Luiza Campos: 33:34 That was remarkable. You had, how many stationary bikes did you have there?
- Andrew Obrecht: 33:39 Yeah, yeah, we, the spinach on Ashley and I think I know what you're talking about as well. I don't talk about that in a second, but the spinach on was it or studio. So we had, we, we had tons of people coming into support that grid cost. And I think what you're touching on is actually what we did for, um, sma research. And that was, we did a, we did a spin class with the entire calgary spend, we had a few studios involved and uh, we actually brought a hundred and 37 as our bikes, which is all of our bikes that we had in calgary and we brought it onto the rooftop of the Marriott Hotel downtown and uh, brought into lemon and brought in a bunch of community organizations to raise some money for an amazing purpose and cause being us sma research. And so, you know, again, not only two things continue to expand that impact and allowing the bike again, whether or not they come to our studio or another studio, but the biker gang of Calgary, let's say, to have an experience based in purpose.
- Andrew Obrecht: 34:51 And then also to lead by example that, you know, I love competition and we as a team, the last competition, it's great, but I think that a rising tide raises all ships. You know, I think competition is great when you're in a community of people that just want to better their clients, their customers and the biker gang and so on. I think that was a powerful that we had that brought together multiple [inaudible] in Calgary who, you know, some might think at times we we compete in a negative way, but I think it comes back down to we're all providing a space for people to to grow.
- Luiza Campos: 35:28 It's amazing. Yeah, and even simpler things like I believe one time there was one of your motivators that as people were out from a class that was just handing out some really nice notes of, which is just another great

example of something so simple that I'm sure it's not prescribed by the company to do it, but it just, again, because you, you, you attract people that share the same values, it just comes naturally and helps build and reinforce those values with the community. So it's amazing to see that to, in your opinion. I mean one of the reasons I also love the cycle stories because you are a small business more or less, right? A lot of, not so small, but a lot of the big brands, the brands that we associate with being remarkable brands like starbucks and apple and a virgin, they are massive and one of, one of the reasons I love these stories because you are a great example of how a small business can have a remarkable brand without, you know, the millions of advertising dollars or marketing dollars that should big established brands have and you know, you can do that based on a lot of what we've been talking about a lot already, which is the values and attracting people who share those values with you.

Luiza Campos: 36:57

But I wonder if you have any recommendations. You know, if somebody is starting a business or even a non-profit, what would you recommend them to do to be able to establish and start building this, this remarkable brand?

Andrew Obrecht: 37:13

I think that at the end of the day, you know, when, when you look at, uh, a brand or a product or service, you know, you look at features and benefits, right? You know, a lot of people marketing their products get really caught up on the features of the product rather than the benefits and you know, you can see that example in car commercials where you'll have one car that talks about how many cubic feet of engine it isn't, um, and this and that really the features of the product and then you have other car companies that really show you this, this experience, the benefit of how it feels to interact with that brand. And I doubted probably the one that talks about the benefits. This is the one that ends up being more successful and has an impact, uh, you know, on their customer more than just a transaction with your brand.

Andrew Obrecht: 38:11

I think that brands that are starting up really digging into the benefits that, that product provides to someone with a. It could even be a, you know, a clothing line or jewelry or whatever it might be. It's a, you know, looking at whether or not it benefits someone with the emotional

attachment. Maybe it's a story behind that. It's a, it allows you to bring up their individuality or how it makes it feel and the product, if it's a service, a, even if it's, let's say an online data service, it's something that allows someone to expediate a process. What that creates is more time for that person to enjoy, you know, maybe some other things that they do in life. So when you start to kind of look at all angles of the business and a product and service, you start to discover the underlying values that it starts to create within the customer.

Andrew Obrecht: 39:08

So it might create the ability for them to, to do things quicker so that they can have more time to focus on things that they love or, uh, you know, and be able to grow quickly to allow them to actually achieve that bigger purpose that they have with a plan. But I think just looking at the features and benefits, really diving deep into that as far as kind of a definition of meaning is what's really important for a. to look at it in the beginning because, um, you know, we're fortunate that we've started with that community aspect and charitable aspects from the beginning and uh, it's so much of the identity that, who of who we are now. We have seen other brands that started, um, you know, their businesses thought with that mindset and then maybe picked up on an example that we're creating and then they started doing charity classes and so on.

Andrew Obrecht: 40:04

Now we love that were inspiring other businesses to give back to the community. That's amazing. But it's a tougher uphill battle to convince someone of who you are today when you haven't been that way for, you know, since the beginning. Now you certainly can achieve that. But I think one of the things that I loved and consistency breeds trust. So people trust who you are consistently. And so I think that brands do. You have an opportunity to evolve and grow and change the dynamics of how to make impact as long as they stay consistent with it. But those brands that start off day one really looking at the benefits rather than the features of the product or service will have a much easier way convincing a at sustaining that consistency throughout the lifetime of the brand.

Luiza Campos: 40:56

I love it and I could have not said it better myself and this is something that I'm always trying to drive to everyone is you talk about it's so much easier. Of course, if you start right from the get go like you did, you know, understanding that it's not about you, it's not about your

product or service, it's about your audience and the truth. Value and impact you're making on them. And in your case you allow or, or the space to provide where people receive that impact in that benefit happens to be through classes, but it could. It could be from anything else, right? Understanding the true value that you offer. I find that that's the hardest thing for business and sometimes even for non profit's, believe it or not, to understand that packed right. They tend to feel that it's safer to talk about the products and values and what they end up doing is really counter productive because people can pick any product in any service.

- Luiza Campos: 42:02 There's a lot of competition there, but if they feel that emotional attachment with your brand, that's a bond that cannot easily be broken. Right? So that's how you actually make that glue, right? That attraction. And I love, you know, when you say consistency builds trust, it's so important and authenticity to. And I think you guys are an amazing example of that. You're so true to your values and that really comes across very clearly. And what is in store now for see cycle. I mean you guys are growing and you go into different places. So what's in store? How is the story going to continue?
- Andrew Obrecht: 42:43 I think that's the most exciting part is that no momentum is nearly impossible to start in, but once you have it, it's nearly impossible to stop. And I don't think we have it quite yet, but I think we're well on our way to kind of see this momentum that, that our whole team in communities building a great time. I think that also one thing that I would rather grow a great company than a big company. And so for us it's really important that we, we want to continue to grow and we have goals. 15 studios across Canada and 10 years and so on. But that being said, we're not going to grow faster than our people allow us to. Ah, we've created some really amazing partnerships with some advisory groups as far as real estate goes and so on. So we are looking at continuing to expand within Alberta and outside of Alberta.
- Andrew Obrecht: 43:55 And I think that's really setting on the, on the growth platform and continue to provide opportunities to people within our team and outside of our team to continue to interact with our brand and grow there. And then, you know, really, I think within US internally, it's continuing to really take a stand for an inclusive environment for fitness

and I think that we're going to have some really exciting things come up with the next six months, uh, along those lines that we really want to take a stand for inclusivity within fitness that, uh, that we are a community of other diverse biker gang that's all, you know, ages, athletic levels, um, and so on. So I think that it's important also for brands to Stanford for something bigger and I think that within why we're seeing why ge, we were the perfect place to, to continue to make social impact, um, within not only our cities but also within our industry. So I'm really excited for some things and some groups that were working with sac currently to, to continue to grow because that message as well.

- Luiza Campos: 45:06 I love it. I love it and I love this idea that you're not willing to sacrifice your values and the essence of who you are for growth sake.
- Andrew Obrecht: 45:17 Absolutely.
- Luiza Campos: 45:18 When you're saying that you'd rather grow a great company than a big company. And, you know, I think the irony is that I think companies who are true to their essence and don't want to lose it as they grow, are the ones that ended up growing a lot because that's what attracts people to, to now I am really looking forward to, to see what, um, what the future holds for you guys, which I'm sure will be in, continue to be amazing. So Andy, where can people find out more about you? Where should we direct them to?
- Andrew Obrecht: 45:51 Sure. So, uh, the best way to, to reach out or find more information about our studios is a, you can go to y. I see [inaudible] or if you're in the dash cycle dot on instagram at the cycle or why do I see cycle exactly like it said. Uh, for me personally, I love connecting with anybody that wants to connect. So you can find me a andrew underscore oprah, my last name, O b r e c h t, m on instagram. And that's kind of the easiest way to reach out to me.
- Luiza Campos: 46:24 Awesome. Thank you so much for doing this. I'll have all the links in the show notes so people can find that easily there and connect with you that way and thank you so much for sharing with us this brand and how you built is remarkable brand that is right here in our community.
- Andrew Obrecht: 46:43 Great. Thank you so much.

- Luiza Campos: 46:46 I hope you enjoyed this interview with Andrew and just a reminder, you can find in the show notes all the links as well as we will add some photos of some of their brand characteristics and platforms, so go to a branded world podcast.com to find those show notes. Also, if you liked this episode, stay tuned for next week's episode where I talked to one of the iconic brands. He was named one of the iconic brands of Canada last year for the One hundred and fiftieth anniversary of Canada, and they are also a master brand in creating experiences and integrating their and forming the right culture to really express their brand. So stay tuned for next week's episode. That's coming next Thursday. If you like this podcast, I will ask you to do a couple of things. One is to please leave a review in itunes that is very helpful to get others to find the podcast as well, or share the podcast with a couple of friends that you think could use or we'll find the podcast valuable and interesting and check out some other podcasts that are part of the Alberta podcast network.
- Luiza Campos: 48:06 There are many different topics and you will find, I'm sure, a podcast that interests you and you can find those@Albertapodcastnetwork.com. And finally just from our sponsor. Atb, I don't know if you guys know about this, but atb has a really cool program called lender that spelled l e n d r lender can help you if you need to find alternative funding ideas and atb matches would you can raise, let's say from crowd funding, so check that out at atb. L E N D r Dot ca. Again, that URL is Atb l e n d r Dot ca to learn more. Thank you so much. And until next time, thank you for listening to a branded world podcast. Discover more at a branded world podcast.