



Kinetix Academy Ethos & Core Values

The name Kinetix derives from the word 'kinetic' which has its origins in the Greek word *kinein* which literally means 'to move'.

We chose to use the word Kinetic as the basis for our brand due to its connection to movement, but also to the association with energy and physics.

Kinetic Energy is the energy of an object that is moving.

Potential Energy is the stored energy in an object due to its position, properties, and forces acting on it.

Potential energy can be converted into kinetic energy when the stored energy is released. For example, a ball held in your hand has potential energy, while a ball that you throw has kinetic energy.

We believe that everyone has great Potential, we strive to support people in realising their potential, and helping them create the Kinetic energy to move them in the right direction.

The Kinetix Ethos is based on the idea that parkour is a way to grow personally, build community, and understand one's potential, while supporting and encouraging others. We believe that parkour can help people develop life skills, increase resilience, and learn how to embrace & overcome challenges with confidence.

Here are some of the Kinetix Academy core values:

- **Safety and respect**
Kinetix Academy emphasise correct technique, supporting others, body awareness, and respecting limits.
- **Community and inclusivity**
Kinetix Academy is a community where people can feel comfortable and supported from coaches and other participants alike.
- **Continuous learning**
Kinetix Academy is dedicated to the continual development and improvement of both students and coaches.
- **Creativity and exploration**
Kinetix believe that Parkour is a way to express freedom and creativity in an inclusive, supportive, and non-competitive environment.
- **Contributing to the growth and understanding of parkour**
The Kinetix Academy is passionate about growing and recognising parkour as a discipline, as well as helping the public understand that this is a positive activity, a positive use of public space, and that Parkour should always be practised safely and responsibly.
- **Role Models**
Kinetix Academy coaches understand that they are role models, and are responsible for promoting our core values at all times. We lead from the front and strive to help and support wherever we can.