



“A coach is someone who tells you what you don’t want to hear. Who has you see what you don’t want to see. So that you may become what you have always known you could be.”

-Tom Landry

What is Petra?



Petra is Greek for 'rock'.

We are the rock on which you will build the foundation for a thriving business. The Petra team of business coaches will help you determine and implement essential organizational habits and alignment strategies to make everyone in your company accountable, appreciated, driven and inspired.

We will lead your company on an uplifting journey of self-discovery and renewal through the introduction and mastery of tools including:



The result is a ROCK-solid business with a clear sense of purpose, increased value and genuinely passionate people.

Petra is the personal trainer for your business.

The Petra Difference



Petra founder, Andy Bailey, started his first company when he was in college and built it into an Inc. 500 corporation using the very same tools. Today, his handpicked Petra coaches all share hands-on entrepreneurial experience with these practices. They know Andy's tactics work and how to apply them to your business in a way that saves you time and eliminates frustration.

Petra's tools and practices are more than mere theoretical concepts lifted from business manuals. They're tried and true tactics used to build multi-million dollar companies.

How the Petra Program Works



We will guide your business to:

- » Define a clear and measurable plan.
- » Implement a system to ensure the plan gets done.
- » Build a culture of accountability and purpose – and have fun doing it!

We emphasize the 4 P's:
People, Planning, Process and Profit.

PEOPLE

Business leaders often say, "Our people are our greatest asset." At Petra, we believe this is only part of the story. People aren't items on a balance sheet or business assets. They define your business and how you differentiate from your competition. Your responsibility is to hire great people and help them grow.

The Petra Team will help you implement practices to develop and maintain ROCK Star team members:

- 1 Define your core purpose and core values
- 2 Create a culture so these 'live' in the organization
- 3 Implement impactful appreciation
- 4 Identify relationship drivers
- 5 Eliminate organizational weaknesses
- 6 Implement Topgrading practices, scorecarding and 360 reviews

PLANNING

Sun Tzu said it best, "Win first and then go to war." You can't win without a plan – in war or growing a business.

The Petra Team will help you create a plan that generates results:

- 1 Identify your Big Hairy Audacious Goal (BHAG)
- 2 Define 3-5 year targets and capabilities
- 3 Construct your brand promise
- 4 Pinpoint your Top Priorities (company and individual)
- 5 Define your ideal client and sandbox
- 6 Perform a SWOT analysis and show you how to 'use' it

PROCESS

Only 15 percent of businesses ever execute their plans. The process is the how of planning. Petra will make sure your business doesn't become another statistic.

The Petra Team will assess your business and help you generate the critical numbers you'll use to manage your business and reach success. We'll also show you how to quantify the execution of your daily, weekly, monthly, quarterly and annual priorities.

The Petra Team believes that you can't manage what you don't measure.

- 1 Daily huddles
- 2 Bi-Weekly top task reviews
- 3 Weekly reviews
- 4 Monthly deep dives
- 5 Quarterly planning sessions

PROFIT

Having money gives you breathing room in business—you can't take advantage of opportunities without it.

Everyone on your team must know how the business makes money and how they can better affect this.

The Petra Team will teach you how to create cash flow by defining specific methods to speed up your cash conversion cycle and by engaging your team in driving business.

- 1 Cash conversion cycle
- 2 Improve business process and systems
- 3 Dashboard implementation
- 4 Profit/X

Meet the Coaches



**The Petra Team's
Core Values:**
Make a Difference Now –
Leave a Mark Forever

At Petra Coach we are serious about our Core Purpose: +10Khb.
Translation: Have a positive impact on 10,000 human beings. It's the 'why' behind all we do.



ANDY BAILEY
Entrepreneur Coach
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p: 615-807-0808

Andy Bailey cuts through organizational BS faster than a hot knife through warm butter, showing organizations the logjams thwarting their success and coaching them past their excuses for not doing what needs to be done. He doesn't ask for what's easy, only what's possible. With his assistance, the possible often expands to include the formerly impossible; as organizations learn that one-step-at-a-time goes a long way when you step up to the challenge every day. He tells his clients, 100 percent annual growth is only 2 percent growth a week. It's not easy, but certainly possible.



MANDY BURAGE
Align - DiSC Coach
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p: 615-715-8305

Mandy Burance is the official DiSC GURU and Align Accountability Coach—basically your company's psychologist. She teaches your team to communicate effectively by understanding each other's communication styles. After taking the DiSC personality assessment in 2007, Mandy learned not only about her own communication and work style, but also the advantages of learning other's DiSC styles – and her love affair with DiSC began. By understanding team members' DiSCs, you gain powerful insights that help you better relate and therefore achieve top results. Mandy's passion is making this kind of high-octane communication happen.



GARY MINOR
People-Process Coach
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Gary Minor is our recruiting, interviewing and hiring expert. He doesn't just talk about management theory, he has the business experience and know-how to back it up. Gary's experience allows him to quickly assess your company's unique challenges and develop a program to meet your needs. He is known as the definitive roll-up-your-sleeves guy who helps organizations like yours get to the real issues and remove the obstacles that separate you from your highest level of success.



GENE ROBERTSON
Strategy Coach
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Gene Robertson has lived a life of constant goal setting and achievement. He loves to help people uncover the goals they need in life and business that will guide them in drawing closer to their purpose. A natural big picture thinker, he constantly asks the hard questions that get to the heart of the matter. When he rolls up his sleeves and begins dissecting a business problem no stone is left unturned and no sacred cow is left standing. Gene built a multi-million dollar business by age 35 using the Rockefeller Habits, and now he can help you implement this strategic planning and goal setting process in your business.



ROB SIMONS

Accountability Coach

e: rob@petracoach.com
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Rob is our 'Start with Why' guy. Drawing upon his 25 years of experience as an entrepreneur, brand expert, facilitator, speaker and business coach, Rob Simons works with individuals and companies to bring their brand, or "story," to life. He helps each client present in a memorable way the unique story each has to tell. He feels strongly that every person, company and brand has a compelling story. Telling it is the best way to inspire, educate and grow. To help people develop their story, he starts by asking the right questions to drill down to their core purpose. At that core is the elusive "Why?" that everyone and every business need to answer. For Rob, his purpose is to help people see the important things they may have missed or simply can't recognize.



LINDSAY NICKELL

Coach Coordinator

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p: 615-308-0003

Lindsay is the 'wizard behind the curtain' for us. She assists in all areas of company planning, communication and goal setting. She is a master at preparing materials for member planning sessions, churning out office work, expanding the Petra social media reach, ensuring we have strong relationships with our members and promoting Align (aligntoday.com) regularly. We would all be a bit lost without her consistency.

Petra Programming Menu of Services

Annual schedule of facilitated, on-site planning sessions with the Petra Team

One day, kick-off leadership strategy planning session

Accountability reviews ‘in-between’ planning days

Check-ins and 24/7 availability

Gazelles “Growth Summit” special access

Weekly - accountability report

Bi-Weekly - accountability call

Monthly - accountability review

Materials and specialty access

DiSC, Topgrading and 360 Review Process

Limited to 5 companies and 5 members per company

Select cities only

Everest

A fast-track plan for implementing the Rockefeller Habits in a high growth company that needs maximum benefit in a minimum amount of time.

Kilimanjaro

Our most popular plan designed for an individual company to implement the Rockefeller Habits and develop an annual plan with quarterly on-site, facilitated sessions.

Matterhorn

A group workshop limited to five companies with up to five team members per company. The multiple company workshop is our most affordable option.

Q1 = 4 Days
Q2 = 4 Days
Q3 = 3 Days
Q4 = 1 Day

Quarterly
Company
Planning

Quarterly
Group
Workshop



What our members' are saying



“Since signing on with Petra Coach we’ve increased business by 70 percent and increased our happiness as a team. Our employees like coming to work and it makes all the difference.”

– **Jeff Turner**
Turner Machine

“Our company used to just react rather than plan. Petra has helped us to approach each quarter with specific goals to achieve a specific result.”

– **JT Terrell**
Music City Tent Events

“We were getting good results before but Petra has helped us to get better results by working less. It’s about working smarter not harder.”

– **Mary Michael Horowitz**
Concept Technology

“Petra’s coaches are results-oriented with real world experience. The value they provide is unparalleled. They are very focused on getting results for your company.”

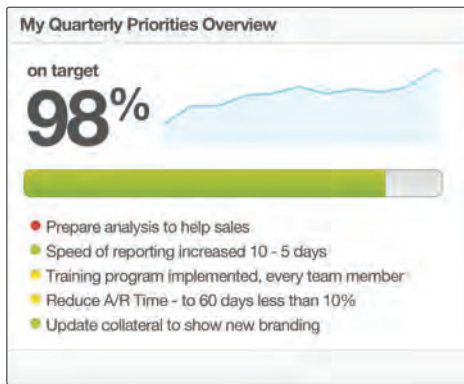
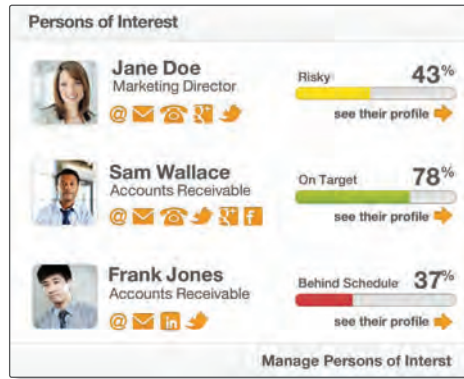
– **Corey Cormier**
Legal Monkeys

“Thanks to Petra and the Rockefeller Habits our company is spending 11,000 hours working this Quarter in the RIGHT DIRECTION. It’s scary to think we could have been going a slightly different or even extremely different direction without it. In my experience, there are a ton of systems like this out there, but I have never experienced one this simple and actionable.”

– **Michael Brody-Waite**
InQuicker

What is **Align**?

Align is software built around proven business management methodologies that create focus and alignment throughout an organization. The online software displays the main priorities for the organization and gauges the strides each team member is making toward completing those priorities. Overall the system promotes transparency and accountability which foster alignment.



Align brings the team *together* to conquer priorities *together*

align

Go to AlignToday.com
for your free trial!

1-3 users	4-24 users	25-49 users	50-99 users	100+ users
FREE	\$100 per month for the group	\$250 per month for the group	\$500 per month for the group	\$750 per month for the group

What's in **Align**?

Paperless One Page Strategic Plan - Eliminate paper! Keep your plan in a central location so everyone is in alignment.

Manage Persons of Interest - Keep track of any person of interest in your company to see how they're progressing.

Task Management - Manage your short-term priorities to help break quarterly priorities into manageable chunks.

Quickly Update Your KPIs - Update your key performance indicators in less than 10 seconds!

Company Top Priorities Overview - View a visual representation of how an entire team is progressing toward your quarterly priorities.

Informative Personal Profiles - Keep track of your team's progress and gain insightful info about team members including DiSC profiles.

Easily Assign & Manage Stucks - Receive email alerts when a team member needs your help with a project or task.

Convenient KPI Listing - Define your own key performance indicators and align them with your quarterly goals.

Organized Daily Huddles - Streamline and manage your daily stand-up meeting. Organize and run multiple huddles.

Personalized Dashboard - Stay on top of you and your team's progress with a visually intuitive dashboard.

Quick Startup - You'll be up and running on your Align software in less than five minutes!

What people are saying about **Align**

"We hated tracking business habits in Word or Excel. Align proved to be the perfect tool."

– **Amith Nagaragan**
Aptify

"Align systematizes accountability and follow through. By having a computer system that manages activity, business owners are free to think about other ways to grow their businesses."

– **John Huismann**
Radolo

"Having Align is like having Petra there coaching me every second of everyday."

– **JT Terrell**
Music City Tents and Events



About DiSC



DiSC® is a personal assessment tool used to improve work productivity, teamwork, and most importantly, communication within an organization. DiSC® allows you to become aware of your own and others' communication and work styles so you can better interact and make things happen.

What's the process?

The "everything DiSC® assessment" takes about 10 minutes to complete and produces a 20-page report with a precise measurement of your personality style. DiSC® then uses your individual assessment data to create a detailed report

describing your preferences and priorities. Petra Coach will guide you and your team through the report with graphs and descriptions so you achieve full understanding.

EVERYTHING 
PROFILES

"DiSC® has not only helped with internal team member communication, but it's helped us better understand and serve our clients."

— **Jeff Bradford**

The Bradford Group

Want to maximize productivity?
Give team members work they're
good at *and* enjoy doing.



About Topgrading

A person with long hair, wearing a dark t-shirt and a climbing harness, stands with their back to the camera, hands on hips. They are looking at a large, craggy rock formation. The entire scene is overlaid with a semi-transparent orange filter.

Topgrading is a system of recruiting, interviewing, hiring and maintaining “A-Players.” Your company is defined by whom you hire, so get it right – the first time. Petra will help you implement the Topgrading system in your business, which will more than triple your success rate for hiring high performers.

Petra Coach will assist you in designing a customized scorecard to rate your interviewees based on your company’s culture, strengths and needs. We’ll give you the tools you need to screen potential candidates before you invite them to interview. We’ll coach you through the most effective interview process and give you the appropriate questions to ask references.

With Petra as your guide through the Topgrading hiring process, you’ll only hire “A-Players” who can drive your business forward.

A sustainable, repeatable
and systematic approach
to hiring.

Next Steps

Who

What

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Notes:

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PETRA The Personal Trainer For Your Business

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