



ANDY BAILEY

SPEAKER. COACH. ENTREPRENEUR. COLUMNIST.

Andy Bailey is a serial entrepreneur who spends the majority of his time coaching other entrepreneurs, business owners, leaders and teams to grow dynamic businesses that focus on: people, strategy, execution and cash. When he's not coaching, Andy is relaying his business and leadership experiences to readers of his recurring Forbes, Huffington Post, SmallBizDaily and AllBusiness columns and to audience members at professional events and conferences.

He is Founder and Head Coach at Petra Coach, an entrepreneurial coaching firm. Based on his years of entrepreneurship (he started his first company in college and achieved Inc. 500 status as one of the fastest growing businesses in America) and facilitating company-planning sessions around the globe, Andy can cut through organizational BS faster than a hot knife through warm butter. He shows organizations the logjams thwarting their success and coaches them past urgent day-to-day fire drills so they can address and execute important higher-level business strategies.

With Andy's assistance, the possible often expands to include the formerly impossible, as organizations learn that one step at a time gets you a long way when you take those single steps daily. He tells his clients, 100% annual growth is only 2% growth a week. It's not easy, but it's certainly possible.

After working with the Petra team for just 12 months, the average member company increases its revenue by more than 30% and profits by more than 25%, all while improving team member engagement by 60%!

Andy's tough love, no-BS approach combined with his real-world business experience is sure to inspire your audience to identify, set and reach their wildest professional and personal ambitions.

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ANDY BAILEY:

SPEAKING TOPICS

WTF?!

WHERE'S THE FOCUS?: Focus and Prioritize to Get Sh*t Done

Andy Bailey will crush the myth of time management (yes, that's right – time management doesn't exist) and focus on goal setting, efficiency and priority management. After providing goal discovery and execution techniques, as well as tangible focus and concentration techniques, Andy will delve into four priority management techniques:

- Create true focus on the important in your life
- Clearly define and visualize your goals
- Manage your routine to result in consistent execution - day after day
- Fight off the demons that steal your time and attention

The content in this presentation is beneficial to everyone from C-level executives to college freshmen. Attendees will leave with a personalized, actionable plan.

GET ALIGNED!

The Rules of Productivity in Business

Sun Tzu said it best, "Win first and then go to war." Perfect planning leads to nearer perfect outcomes, whether winning a battle or growing your business.

Only 15% of businesses actually execute their plans. The process is the how of planning. Andy will make sure you're not another statistic. He will guide your audience through:

- Annual, quarterly, monthly, weekly and daily priority setting methods
- Learned strategies that will help you ensure execution by the whole team
- Scoreboard tracking and monitoring - know the score
- Ways to keep the urgent at bay and focus on the important

The content in this presentation is beneficial for teams wanting to create a clear, concise and actionable plan with built-in accountability for execution.

ARE YOU PLAYING IT SAFE OR PLAYING TO WIN?

From Starting Up to Scaling Up, How to Grow Your Business the Right Way

Andy Bailey isn't just a coach — he's also an entrepreneur who understands what it means to grow a business from the ground up. In this presentation, Andy will use his expertise to help audience members outline a clear vision to the goal line, including meeting rhythms, S.M.A.R.T goals and a strategic plan. Using Verne Harnish's popular book "Scaling Up," Andy will walk attendees through tactical steps that will help businesses of any size grow at a sustainable rate.

Attendees will learn how to make more time for the right things and how to achieve 2x or more cash flow, 3x industry profitability and a valuation increase relative to competition.

The content in this presentation is geared toward company leaders throughout growing businesses. Attendees will leave with a personalized, actionable plan.

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— **ANDY BAILEY:** —

SPEAKING & LEADERSHIP EXPERIENCE

Massachusetts Institute of Technology (MIT):

Multiple speaking engagements for Key Executive Program (KEP) and Entrepreneurs Master's Program

Facial Plastic Surgeons: Annual conference

Fisher House - Annual conference

North American Pet Insurance Association - Annual conference

Technology Marketing - Semi-annual conference

Robin Robins - Boot camp

Entrepreneurs' Organization (EO) Global Leadership Conferences - Multiple annual events

Shark Tank Judge with Barbara Corcoran (EO Nerve Event)

EO Nashville Catalyst Program

EO Connecticut Chapter Events

KEP Chair – MIT (Massachusetts Institute of Technology)

CMA - Country Radio – Annual Conference

Dale Carnegie Trainer

Gazelles Certified Coach

Jennings A. Jones Champion of Free Enterprise Award - Middle Tennessee State University

Volunteer of the Year - Nashville

President - Membership Chair – EO Nashville

But Not For You award - EO Nashville

EO Membership Director - EAST - WEST - GLOBAL

US Chapter Launch Director – EO Global

US Wireless Resellers Council - Founder

Entrepreneur of the Year NEXT Award - Nashville Area Chamber of Commerce

Best in Business (Petra Coach) - Nashville Business Journal

Small Business Executive of the Year - Nashville Business Journal

NationLink Wireless Founder - Recognized as an Inc. 500 company



I can't wait to really dig in to the materials Andy presented to us last night. The Petra Planning Playbook will be my constant companion from here on out. My business bible. When I need the answer to a question involving my business, I'll just ask 'What would Petra do?'

– Pam Daley, *Spark of Life*



I have been in and around the FENG (Financial Executives Networking Group) for 10-15 years now. I have heard a lot of presentations but your presentation today may have been the best I have heard and potentially the most impactful.

– Mark Meyers, *FENG*



I sat in on your seminar this morning at the Country Radio Seminar, and I have to say it was the BEST session that I was part of this week. I run 23 radio stations and resonated with all the topics/points that you brought up concerning time management, being interrupted, etc. I took a lot away from the program and it is greatly appreciated!

– Justin Tyler, *WGXL FM*



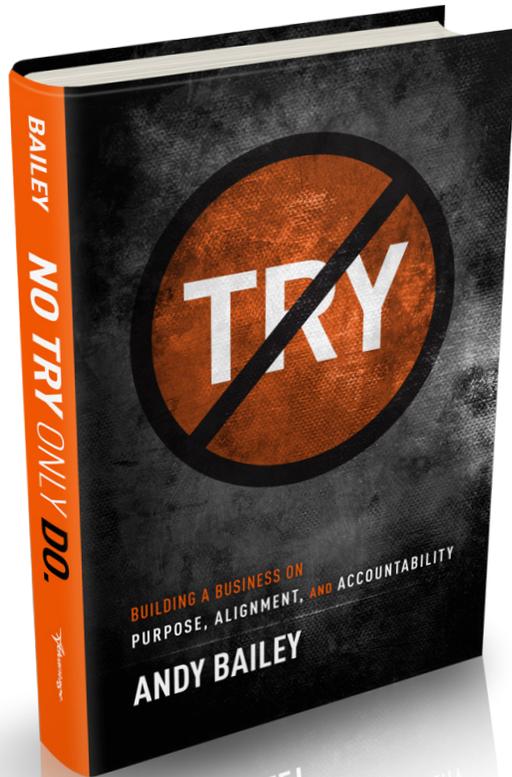
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NO TRY, ONLY DO

by **ANDY BAILEY**



Andy Bailey knows entrepreneurs. Now the CEO and Founder of Petra Coach, Andy started his career as an entrepreneur himself, founding NationLink Wireless while still in college and growing it into an Inc. 500 corporation. After burning the candle at both ends for years, however, Andy realized that he was working “for” his job, not “on” his business. He began searching for ways to achieve his ultimate entrepreneurial dream and began implementing a specific methodology, based on the Rockefeller Habits.

After years of strategic plans, systematized procedures and goal-setting, Andy sold NationLink for millions in 2011. With the next chapter on the horizon, he realized that all of the lessons he learned and the business habits he had adopted to further his own career could be taught to organizations, entrepreneurs and business leaders to improve accountability, camaraderie, culture and results. Fast forward to the present day, and Andy now has logged more than 10,000 hours coaching CEOs, executives and leaders across the globe on these principles.

His first book detailing his methodologies and the principles of Petra Coach, **No Try, Only Do** is about how to avoid “the weak option,” why entrepreneurs often fall back on it, and the lessons Andy learned via his own bloody experiences over the years.

If you’re a business owner or entrepreneur, there’s no room for “try” in your vocabulary.

Let Andy tell you why.

RELEASED APRIL, 2017

Success in business comes from a company’s ability to focus and execute its strategic plans. Andy Bailey and his philosophy of “No Try, Only Do” has been proven to dramatically increase both the probability and speed of success in any business. Read this book and get ready to change your vocabulary, your outlook and your results.

- Arnie S. Malham, Founder/President of
cj Advertising, Author of *Worth Doing Wrong*

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TESTIMONIALS

for ANDY BAILEY + PETRA COACH

Ultimately, if we hadn't done this, we would have fallen apart as a company. We're getting a second bite of the apple, so to speak and we've been able to take what we've learned from DSi that's been successful and implement it there. If we could do it all over again, we'd have started working with Petra from the first day DSi opened its doors.

- Tom Turner, Co-founder and Steward of Purpose at DSi

The Petra team brings thousands of hours of implementing the Rockefeller Habits and pours that knowledge into our team. It has been one of the most rewarding ways for us to invest in our team both professionally and personally.

- William Kirkland, The Kirkland Company

Involving more team members in the entire process was huge. We had priorities before we implemented the Habits, but we didn't have a way to rally around them. So setting those, displaying them, using Align to manage them, getting everyone excited about them, has been very valuable. And since we generated the core values as a group, it felt right as a group. They were real, accurate, and they reflected our culture.

- Jeff Rice, MD, CEO of Healthcare Bluebook

If you'd asked me a year ago that we could take our company to \$50 million in revenue in less than ten years, I would have said you were crazy, but now it seems like it's actually possible. If we didn't have the courage to push ourselves and our team out of our comfort zone, who knows how many years down the road we'd still be fighting the same battles. Learning to believe in ourselves, in something bigger than ourselves, has really helped open up so many opportunities that I never would have thought about.

- Jeremy Durgan, Co-founder of GreenEarth Landscape Services

Implementing the Rockefeller Habits and working with Petra Coach have truly been the difference between incremental improvements and vast improvements. The difference between success and failure, in some regards.

- Ben Rigsby, Co-founder and Chief Creative Officer at SnapShot Interactive

Andy has an engaging approach and a no-nonsense personality that draws you in! He challenges you to look for the deepest "why" – the REAL reason you want to achieve your goal. Andy uses a simple method that helps you break down your goals into manageable tasks. I love his Get Sh't Done" style!

- Leah Bloyer, J2T FLEX / J2T Recruiting Consultants

You'd be better today if you started working with Petra Coach yesterday! When we started the quarterly planning sessions, we didn't realize the immediate impact it would have on our people & company. We eclipsed our three-year goals in the second year and are setting targets & goals we couldn't have dreamed of when we first starting working with Petra Coach.

- David Waddell, President and CEO at Waddell & Associates, LLC

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