



COACHES WANTED: DO YOU HAVE WHAT IT TAKES TO BE A PETRA COACH?

WHAT WE DO

Petra Coach leads organizations through implementation of the Rockefeller Habits during a 12-36 month engagement. We facilitate the development of the One Page Strategic Plan, identify annual and quarterly priorities, create a systematic process to execute the priorities, and develop a culture of purpose, alignment, and accountability – and have fun doing it! The Coach leads members side by side with an Accountability Coach using a process refined by the Petra Team.

WHY WE DO IT (Our Core Purpose)

We exist to eliminate the attitude of TRY from organizations and show them how to DO anything by leveraging the power of purpose, alignment, and accountability.

WHERE WE'RE GOING (Our BHAG)

+10Mhb Positively impact 10 million human beings.

HOW WE DO IT (Our Core Values)

There is No TRY – Only DO!

At Petra Coach, we don't make excuses – we make progress. We look at each challenge as a new level of growth that only makes each of us better. Nothing is left undone here. We finish what we start and we do what we say – we don't try. We also believe that language is important and you won't catch us using the word TRY in any context.

I've Got Your Back – No Matter What!

At Petra Coach, no one is in it for him or herself. We sacrifice for one another to achieve more than we can alone and we never seek reward for any of it. All of us at one time or another will find ourselves in a spot that we truly need another team member, and by living this value we always know that a team member will be there.

Please & Thank You – Say It & Mean It!

At Petra Coach, we recognize the power of appreciation and being nice. We say "Please" when asking and "Thank You" when it's deserved – which is often. We use handwritten notes and spoken word to express these basic levels of respect.

Everything is an Experience – Every Time!

At Petra Coach, we make each interaction an experience. We ask ourselves how we can add an extra 15% on top of what we have already done that would make someone say, "Wow, that was an experience" – "That was more than I expected" – "I want to do this again," and then tell others about it. With one another, with our members, with our vendors, and even with the mail carrier, everything is an experience to be remembered and remarked about.

See Around the Curves – Anticipate Needs & 'Pre' Fill Them!

At Petra Coach, a big part of work involves us seeing what is coming before it arrives. In planning sessions with teams, in traveling via planes, trains, and automobiles, and as importantly with one another. Far before the moment arrives, we think through what is coming and work to be prepared at a level most would consider overboard. By doing this, we are uber prepared and gain the ability to respond with more agility than anyone else. We pay ultra-attention to what is being said and what is not being said in every interaction to 'see' what's coming next.

Be Curious – Ask WHY & Improve!

At Petra Coach, we never feel like we know everything and have arrived. We never accept things as they are. We seek constant improvement in ourselves, in those around us, in our process – in everything. We ask, "Why does it need to be done this way?" and seek ways to improve. We never stop, as we know that when we do – it's over.



READY FOR YOUR CARICATURE?

THE ROLE

(Our Expectations)

- Learn, follow, and implement the Rockefeller Habits road map with new and existing members.
- Meet with organizations to discover the needs of their team and assist in developing their strategy and priorities within the Rockefeller Habits framework.
- Maintain ongoing contact with your members to ensure they execute on their priorities and strategies.
- Assist with identifying and on-boarding entrepreneur-owned organizations with 50-500 team members, \$10M-\$200M+ in revenue, that have the desire to implement the Rockefeller Habits.
- Contribute original content for articles, blogs, and speaking engagements to establish yourself as an authority in your area(s) of expertise.
- Ability to travel for work including member engagements, Petra plannings, and continuing education.
- A Petra Coach can earn between \$200,000 - \$500,000 annually based on 10-20 members.
- Petra will provide the back office support, marketing materials, PR, and general business processes – you just focus on positively impacting our members.

"If you don't like change, you'll like irrelevance even less."

COMPETENCY

(Is This You?)

- Are you entrepreneurial? Have you operated your own business and successfully exited or built it to a place where you can do other things?
- Do you know the processes within systems like Rockefeller Habits, DiSC, TopGrading and others?
- Are you a lifelong learner? Do you devour books? Are you continually looking for new ways to improve?
- Do you gain satisfaction and joy from assisting others in their success? Are you supportive of those wins?
- Do you have the ability to see the gaps in business and speak up, often telling others what they do not want to hear, so that they may improve?
- Are you the type of person who can plug into a system and effectively work with a team of people without being in charge?
- Do you have the financial stability to invest in the coaching role to build a future stream of substantial income? Do you want the income versus need the income?
- Do you have a working knowledge of general business practices including People, Strategy, Execution, and Cash?
- Are you technically oriented? This does not mean you have to know it all, but that you like it and are willing to dive in.
- Do you command attention with your presence? Do people take notice when you speak?

NEXT STEPS

Send an email to info@petracoach.com and answer the following three questions:

1. Why are you the right fit for Petra Coach based on our Core Purpose and Core Values?
2. Tell us *why you* in the role of Coach as defined above. Highlight your strengths and weaknesses.
3. Give us your brief history to explain your competency for the role of Coach. (See questions above)

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