

Email to Manuel Terranova at Peaxy from Bill Portelli

**Subject Line: Every Team Needs a Great Coach**

Dear Manuel,

I am reaching out to you today because I noticed your impressive record as a coach. Having successfully led GE Drilling Subsea Production and Commercial Operations through one of the toughest economies to hit in decades must have been an enormous challenge. That is a time I should love to hear about.

Now, you have taken on one of the greatest challenges of the 21<sup>st</sup> Century, making sense of the piles of data many companies have accumulated over the last two decades. Clearly, you know what it takes to make a corporation successful because now, five years in, Peaxy continues to grow.

My name is Bill Portelli and I am a coach of sorts myself. Yet, given your record of success, you are likely wondering what I can do for you that you cannot do for yourself?

That makes sense. If you could indulge me just a moment, I can elaborate.

Nothing beats a great coach, and considering your record, you are a great coach. Yet, even the best coaches need coaching themselves. In fact, it is the continuous help from others which produces the best results. You likely know this already.

All the best coaches rely on others to keep them motivated and on-target so that they can keep their teams on-target and motivated.

**That is what we do at CEO Quest.**

I have had the privilege to work with many of the best CEOs in Silicon Valley.

Prior to joining CEO Quest as a Managing Director, I was the CEO and Chair of CollabNet. Spending 15 years at CollabNet permitted me access to executives at Benchmark, Oracle, HP, Intel Capital, and Norwest, each of which had a stake in our firm. In leading the company, I found that I learned as much from leading my staff as they did, thanks in part to the information given me by some great CEOs.

On joining CEO Quest that I knew I could make a difference. We use a collaborative approach to help fellow CEOs achieve their highest potential as leaders.

In brief, some the reasons CEO Quest is the ideal choice for personal coaching are:

- **Exclusive Membership:** Only high-performing CEOs of Tech companies are permitted membership.
- **Ready, Aim, Fire:** We all know that we can prepare until tomorrow (which never comes), but until we take aim and fire, we accomplish nothing. Our “Share/Coach/Do” model combines group and individual problem solving solutions which include sound, actionable guidance. We help you fire.
- **No obligation:** Membership at our ‘Gym for the Mind’ if you will is at-will. You come and go as you please. Most CEOs recognize the value of membership in CEO Quest and take advantage of