



LIFE. LEGACY. LEADERSHIP.

Coaching  
Coach Certification  
Consulting  
Mentoring  
Assessments  
Training  
Speaking

[www.MaximumSuccessCoach.com](http://www.MaximumSuccessCoach.com)





**Jerrell Beard, Sr. — Ed.D.(c), MOL, MDIV.**

Meet our President & CEO, Jerrell Beard "The Maximum Success Coach" - Author. Speaker. Trainer. Coach. Church/Community Leader.

Coach Jerrell Beard is currently pursuing a Doctorate of Education from Liberty University. He also carries a Masters of Organizational Leadership & Coaching, and a Masters of Divinity. He is a Intelligent Leadership Master Certified Executive Coach thru John Mattone Global. *John Mattone is the #1 Executive Coach in the World and former Executive Coach to Steve Jobs.* Jerrell Beard is also a Certified Life and Leadership Coach thru LifeForming Institute and is Certified in all International Coach Federation Competencies.

Coach Beard is he Maximum Success Online Coach Academy Instructor. With over twenty years of leadership and training across various industries, Coach Beard has spent countless hours transforming lives, developing entrepreneurs, training leaders, planting churches, and mentoring.

## The Coaching Relationship

A coach helps the client to improve self-awareness, set goals, work toward them, and improve specific aspects of performance. People who invest in coaching want to maximize success, expand impact, strike a better work-life balance , open up new career opportunities, become a more effective leader , find their unique path or simply live life on purpose.

The relationship between the coach and the client is only successful when the client desires to improve, looks for opportunities to grow or willingly receives feedback and support. A Coach is a Professional and should extend the client the greatest measure of belief, confidence and customer service possible. The client sets the agenda by "digging deep" to discover growth areas as well as leveraging strengths.

Only a small percentage of Executives ascribe to coaching. Why? Coaching can be perceived as being "weak". When ego and self-denial create a false narrative of the purpose and meaning of coaching, Executives lose sight of it's power and potential to supercharge their personal and professional success. Coaching is rarely used for behavioral correction with a derailed Executive and when it is, in most cases it fails. Yes, coaching creates "vulnerability" which is not a weakness but a strength!

## EVERYBODY NEEDS A COACH!

The benefits of coaching are many; 80% of people who receive coaching report increased self-confidence, and over 70% benefit from improved work performance, relationships, and more effective communication skills. 86% of companies report that they recouped their investment on coaching and more. (ICF 2009).

Every history making athlete, whether at the Collegiate or National level achieved their maximum success through the lens and expertise of a reliable Coach. When you want to create history in your life, legacy or leadership only a reliable Coach can help you do the same. Although athletic coaching differs from other types of coaching; the fundamental relational empowerment is the same. A Coach believes 100% in the client. **So, why does only 15% of leaders hire a Coach?** Want to live and lead at the "top" of your game? You can experience unmatched growth and guaranteed ROI with one or more of our coaching programs. Choose from our:

- Intelligent Leadership Executive Coaching
- Leadership Coaching
- Life Coaching
- Christian Coaching
- Coach Certification
- Maximum Mentoring
- Maximum Consulting

# EXECUTIVE COACHING

We are a John Mattone Global IL Partner. What is IL (Intelligent Leadership) Executive Coaching? Intelligent Leadership Executive Coaching is the John Mattone proprietary process of expanding the influence, greatness and legacy of leadership using a dynamic inner-core/outer-core proven method of growing leader impact. As a JM Partner we guarantee you the full award-winning experience.

*"Companies don't invest in coaching—they invest in results."*

- John Mattone

## 4 Powerful Stages



## 7 Game Changing Pillars

- ⇒ Understand coaching concept and establish vision and goals
- ⇒ Powerful “inner-core” assessment
- ⇒ Powerful “outer-core” assessment
- ⇒ Targeted and customized development plan
- ⇒ Personalized and customized intelligent leader content
- ⇒ Stakeholder and mentor engagement & learning
- ⇒ Stakeholder feedback & coaching debrief



## John Mattone IL Executive Coaching Partner

John Mattone (former Executive Coach to Steve Jobs, World's Top Executive Coach and #1 Authority on Intelligent Leadership founded Intelligent Leadership Coaching to guarantee top Executives could enrich their influence to those they lead through a process that guarantees growth and exponential ROI. “Companies don’t pay for coaching—they pay for results”, says Mattone. John has created an ICF accredited and proven approach for coaching executives and trained over 400 coaches around the globe in how to master the process.

Jerrell Beard is a Master Certified John Mattone Global IL Executive Coach. As a Master Certified IL Coach, Jerrell Beard has advanced skill and knowledge in all John Mattone Global tools, assessments as well as coaching technique. John Mattone Global client list includes Amazon, FedEx, Pepsico, IBM, Virtusa, Oracle, Columbia University and more. Furthermore, John Mattone Global has been featured on CNN, Fast Company, Wall Street Journal and more.

## The Inner-Core/Outer-Core Coaching Method

John’s “inner-core” methods means assisting leaders in identifying and strengthening the health, vibrancy and growth of their “inner-core” which is comprised of ones’ character, integrity, belief system, emotions, thought patterns and values. This in-turn improves their “outer-core” which is composed of those skills that are most important to how they show up daily such as decision making, critical and strategic thinking, communication skills, talent management, emotional intelligence, team leadership and the remainder of the nine “outer-core” competencies.

As a Master Certified Intelligent Leadership Executive Coach, Jerrell Beard confidentially engages with C-Level executives in the four proven phases of John’s proprietary coaching process: Awareness; Assessment; Action; and Achievement. C- Level executives undergo an in-depth diagnostic interview and are assessed using John Mattone Intelligent Leadership proprietary “inner-core” assessments that are complemented by stakeholder interviews and custom 360 to gain insight into their “outer-core” effectiveness.

## IL Executive Coach Process Highlights

- Powerful Inner-Core/Outer-Core Development & Coaching
- MLEI (Mattone Leadership Enneagram Inventory) Dominant Traits Assessment
- CPI – 260 (California Psychological Inventory) Assessment
- STLI-360 (Strategic – Tactical Leadership Index 360) Assessment
- Qualitative Stakeholder Interviews
- Core Purpose Statement Exercise
- ILDP (Individual Leadership Development Plan)
- LeaderWatch Mini-survey

## LEADERSHIP COACHING

Maximum Success Coaching offers Leadership Coaching to leaders, aspiring leaders, and teams at every level and across global industries. Leadership Coaching is designed to develop client's to achieve at a higher rate, perform at peak levels, learn and adopt new skills, as well as maximize authentic leadership competencies.

## BETTER SOLUTIONS

Every leader and aspiring leader must practice continual growth that's challenging, developmental and focused on future success. We'll help you align with your organizations goals and mission; excel your productivity and proficiency, and terminate weaknesses that hold you back.

## OUR GUARANTEE

Whether it's Life, Leadership, Executive or Christian coaching; Maximum Success core focus for helping professionals and leadership "be who they want to be to succeed" includes a focus on transformation, vulnerability, "inner-core" strengths, gifts and talents, "outer-core" competencies; Core Purpose and stakeholder feedback and guaranteed ROI.



### Leadership Coaching

Leaders need Coaches and great leaders know it! Every industry has outstanding people who move organizations down a strategic path of vision, mission and growth. When leaders want to grow from good to great influence and impact, they solicit the expert skills of a coach who can help unleash and unlock their full potential. Leadership coaching is the process of helping outstanding people improve their "blind spots", grow their capacity and leverage their strengths while simultaneously helping them evolve into a better expression of themselves.

### What are the Benefits of Leadership Coaching

A thorough investigation of the coaching industry reveals a great deal of personal and professional benefits from a coaching relationship. A coach holds the client in the highest regard, believing 100% in the client's capabilities. From this lens, it's clear that a major benefit of leadership coaching is to have an unprecedented professional support system that always saying, "Yes YOU can!" In addition, leadership coaches provides a matrix of dynamic interplay between the coaching methodologies and tools and the deepest level of client growth to achieve transformation.

- Increased self-awareness
- Increased self-regulation
- Greater empathy and emotional intelligence
- Flexible thinking replacing rigid thinking
- Higher levels of motivation

### Maximum Success Leadership Coaching

Here's what our Maximum Leadership Coaching offers at a glance:

- Authentic Coach Relationship
- Establish Vision & SMART Goals
- Powerful Inner Core/Outer Core Gifts & Traits Assessment using the MLEI
- Strategic & Customized ILDP
- Core Purpose Exercise
- Stakeholders & Mentor Engagement, Feedback and Coaching from STLI-360
- 6-12 months of Leadership Coaching
- LeaderWatch
- Guaranteed Growth and ROI

## LIFE COACHING

SuccessMind Life and Legacy Coaching is strategically designed to determine life purpose, life balance or life legacy. It includes an approach that uncovers the clients' greatest potential and authentic-self to design a strategic growth or improvement plan for success. Life and Legacy Coaching is about positioning you to have ownership of practical and organic approaches of transformation, improvement and life satisfaction.

## BETTER SOLUTIONS

We're here to help in finding your own best insights and solutions and processes to transform your inner obstacles like fear, procrastination, self-doubt into mountains of victory, triumph and success. By developing a trusting relationship based on professional questions, coach confidentiality and transparency, we cultivate the perfect environment for you to grow—fast!

## OUR GUARANTEE

We guarantee your total satisfaction in the specific and targeted area of growth. Your development will be transformational, relevant and assessable by how you feel, show up and walk in the new you! What we guarantee is change—real, noticeable change. You WILL NOT be the same person at the same level repeating the same patterns once we are finished life coaching you.



### SuccessMind Life Coaching

Life Coaching is a rewarding and transformational approach to living life on purpose, progressing toward your best SELF, prospering in every sphere of existence and peacefully living out your dreams. Whether your growth focus is relational, financial, social, spiritual...we can offer you a GUARANTEED solution for renewal, transformation and growth. We've learned that when our client's think successfully they strategize life the same. Our SuccessMind proprietary Life Coach process is just for you!

### What are the Benefits of Life Coaching

The benefits of life coaching, though invaluable, are subject to rather a client is coachable and determined. When you can achieve these first two milestones you unleash clarification on your most important goals; outline clear milestones and measures to track towards. We provide Inspiration and motivation to keep you on track and the clarity on what is most important to you. In addition, client's enjoy the space to think creatively and intuitively as well as a sounding board that's free of judgement and agenda. The process grants you focus, so that you can move into action and get things done and the positive pressure to stay accountable

### SuccessMind Life Coaching Highlights

- Authentic Coach Relationship
- Establish Vision & SMART Goal
- Core Purpose Exercise(s)
- Wheel of Life Exercise
- Gleaning Exercise
- Core Value Exercise
- Strategic & Customized IDP
- Objective MLEI or CPI-260 Assessment
- 6-12 months Life or Legacy Coaching
- Guaranteed Growth and ROI

## CHRISTIAN COACHING

Maximum Success Coaching offers Maximum Christian Coaching to individuals seeking to improve their quality of life through spiritual awareness, biblical principles, and pathways to destiny. Christian coaching encompasses the practice of cultivating a coaching relationship with a Christian worldview.

## BETTER SOLUTIONS

Our Christian Coaching program will take you on a “deep dive” assessment into your quality of life as a Believer. By also performing Life Mapping and strategic Gleaning Exercises, you will learn your specific spiritual gifts, talents and calling as well as see how they interplay into your destiny and purpose.

## OUR GUARANTEE

Our clients grow immensely through our Christian Coaching program. Your life will never be the same. You will never be the same. The “aha moments” will subdue all confusion, doubt and misconceptions about God and his purposes for your life. We guarantee a satisfied and significant improvement in your life, leadership or legacy.



### Christian Coaching

Spirituality is no longer considered something left for Sunday morning worship services. Spirituality has a dominate place in life, business and the global marketplace. More and more organizations are implementing practical approaches to supplement employee needs for a sense of well-being, centeredness and belonging with company sponsored spiritual programs that look like group meetings, therapy, prayer and the like. Christian Coaching provides a personal and professional approach to finding God, accepting Jesus, discerning right choices, achieving wholeness and learning Biblical principles for everyday life and living full of joy and purpose.

### What are the Benefits of Christian Coaching

Maximum Christian Coaching requires practicing a leap of faith toward renewal, divine design, as well as restoration through spiritual mapping and coaching. Clients benefit from learning the wisdom of God, deep inner growth, and the Spirit of Excellence. Here is what our Maximum Christian Coaching offers at a glance:

- Authentic Christian Coach Relationship
- Engaging & Understanding the Holy Spirit
- Establish Vision & SMART Goal
- Divine Core Purpose Exercise
- Establishing Scriptural Authority
- Gleaning Exercise
- Core Value Exercise
- Customized Biblical IDP
- Developmental Reading Plan
- 6-12 months Maximum Christian Coaching
- Guaranteed Growth and ROI

# COACH CERTIFICATION

Everybody needs a Coach! The market-place needs a transformational Coach Revolution. It begins with Certification. Certification is a process of building the confidence, competence and coaching character of people who are passionate about personal and professional success—specifically for others.

# BETTER SOLUTIONS

Gaining the knowledge of coaching just isn't enough to build your confidence as a new coach. Experience is essential to building confidence. That's why we offer personal transformation into coaching while working with Volunteer Clients for immersion into the Coach Training process.

# OUR GUARANTEE

We guarantee that you will experience deep transformation, academic knowledge and practical experience in our Coach Program. Get your Certification in 30 days or less Online OR Three-Weekend Day Onsite Group Certification classes by Coach Jerrell Beard with follow up Video Coaching Sessions.



## JOIN THE COACHING INDUSTRY

When you are a Coach a heart—YOU KNOW IT! We've found that it's literally impossible to disregard that "itch" or hunger of engaging the process of helping others excel when you are a coach. Coaches are mostly inherently good people who connect and relate with vision, goals, purpose, destiny and OTHERNESS. They can't keep quiet when someone is personally or professionally stuck. They have vision and naturally see the potential in others. Every leader should excel in the coaching competencies—they make greater leaders.

## Benefits of Coach Certification

Coaches on average make \$75-\$125 per hour. Becoming Certified not only solidifies your journey to help others excel but also positions you (The Coach) to monetize your time, increase your value, and expand your life legacy. Maximum Success provides clients with the opportunity to live their dreams as a Life, Leadership or Christian Coach. We offer relevant, academic and ICF (International Coach Federation) Ethics certified programs and hold the highest standard of character, confidentiality, and integrity. You are our greatest asset and your success is our greatest desire. Certification is the first step to starting your Coach practice.

## Maximum Success Coach Certification Highlights

- Certification in 30 days or less Online
  - Five - ten personal coaching sessions with a Peer coach, client and/or coach trainer by phone, Skype, or in person
  - Web-concentric modules
  - Audio teachings
  - Worksheets
  - Coaching Exercises
  - **VERY REASONABLE PRICES**

## MAXIMUM MENTORING

Maximum Success provides life, legacy and leadership mentoring to clients seeking to be a high performance achiever with competency, character, charisma or leading with authenticity, impact and purpose. When you are looking to improve **EVERYWHERE** in life, leadership, and legacy you need a mentor.



## BETTER SOLUTIONS

We make mentoring a solution by coupling it with ALL of the coaching stages. The SMART goals is to quality time with maximum impact and results. As a mentor, we challenge and create accountable measure to help you succeed. In addition, mentoring is stagnate without transformation and vulnerability—two qualities we possess.

## OUR GUARANTEE

We will mentor you to the degree that you are coachable, teachable and transparent. We will be honest, trustworthy and confidential. In addition, you will grow when you choose to dig deeper to access your core strengths and values and live by them.

### Professional and Personal Mentoring

Professional mentoring is the dynamic and integrated relationship between a mentor and mentee that requires trust, confidence and transparency. As the mentor takes the lead role, his/her challenge is to invest their treasure of industry specific, professional competency—building wisdom, insight and guidance to the mentee, therefore, empowering the mentee to grow and excel. Personal mentoring encompasses the same paradigm, yet it's specifically targeted toward fathering, mothering, nurturing and guiding the mentee to live on purpose and succeed in practical ways for everyday living.

### Benefits of Maximum Mentoring

Mentors give advise, guidance, instruction and most of all model excellence and success. Coach Jerrell Beard is a mentor to many. He models the spirit of excellence in life, leadership, and professional arenas. You'll be mentored in specific professional areas such as leadership, entrepreneurship, management, nonprofit, community outreach, professional clergy and more. In addition, Coach Jerrell has overcome many life challenges that makes him a "voice" in overcoming life obstacles and circumstances. To this end, he has fathered, nurtured and groomed countless individuals in their personal development. Mentoring at a glance includes:

- Establish an authentic mentoring relationship
- Unlimited Calls and Texts
- Core Values Exercise
- Core Purpose Exercise
- FREE copy of one of my success or developmental books
- Transparent Mentor Feedback
- Mentee Personal Development
- Customized Mentoring
- Guaranteed Growth

## CONSULTING

Consultants are paid to share their expertise and knowledge to help businesses attain goals and solve problems. Businesses often hire consultants to supplement their staff and save the costs of hiring a full-time employee. As a person new to the company or organization, consultants view the situation from a fresh perspective. Because a consultant isn't beholden to any particular corporate culture, co-worker scrutiny or morale, consultants can act as the catalyst for change.



## BETTER SOLUTIONS

We have over 20 Years of Executive Leadership, Entrepreneurship, Non-Profit and Church Success! A better solutions begins with a great in-depth diagnostic of your vision and mission then applying forensic strategy and Thought Leadership.

## OUR GUARANTEE

Industry Specific Training  
Leadership workshops  
Keynote(s)  
Forensic Thought Leadership  
Executive Coaching  
Organizational Change Strategy  
Business Plan Development  
Vision Casting  
Growth Strategies  
New Start Strategic Planning  
Entrepreneur Coaching  
Master Planning  
Training  
Core Ministry Development  
CDC Development  
Media Ministry Strategies  
Community Outreach Development  
Growth Planning  
Missions Development  
Board of Directors  
File for 501(c)3 Status  
Fundraising & Capital Campaigns

### Professional Consulting

Our consulting philosophy is designed to help you make tough decisions, capitalize on market opportunities and develop action plans that are realistic and designed to achieve maximum success. As management, Small Business, and Entrepreneur consultants, our consulting philosophy is based in working with you to review realistic opportunities for the success of your ideas and your business. By working in a close partnership with you and your management team, we cement your involvement and total commitment to implementing the plans and strategies developed to achieve results.

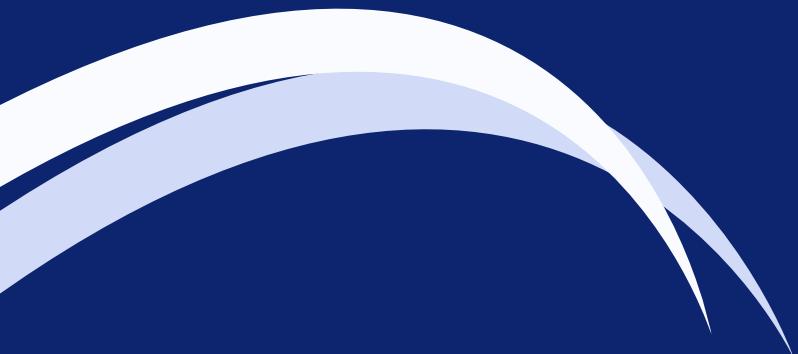
You and your organization need leadership development with forensic insight. Maximum Success is a Thought Leader in developing leader character and competency. Give us the opportunity to increase your leaders value, competency and profitability and well propel your company, church or organization bottom-line and impact through the roof!

Church planting is COSTLY and can be very difficult if you are unable to invest sacrificially into the work you are starting. Faith is essential in any new venture and there is no doubt that dependence on God and His miraculous supply is part of the adventure. However, many years of pain and heartache can be avoided if you have counted the cost and sacrificially invested into the new ground you are claiming. We can help!

Starting a nonprofit organization can be an inspiring way to live out your passion and destiny, give back to your community and help those in need. However, it is important to understand all of the steps involved in this process before moving forward. Growing and sustaining a nonprofit may take years of effort and a great deal of determination.

We offer a broad range of consulting based on our years of experience, knowledge and educational background. We look forward to helping align your efforts and team with the vision, mission and profitability of your business or organization.





## Maximum Success Coaching

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