

Maximum Success Coaching & Consulting

www.MaximumSuccessCoach.com

www.JerrellBeard.com



MAXIMUM SUCCESS
COACHING

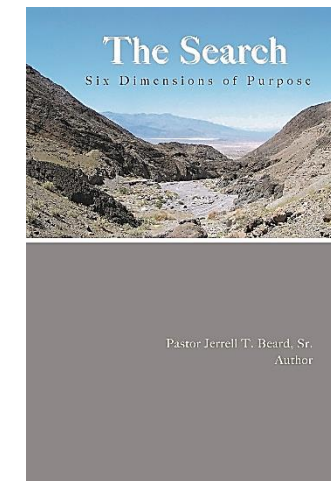
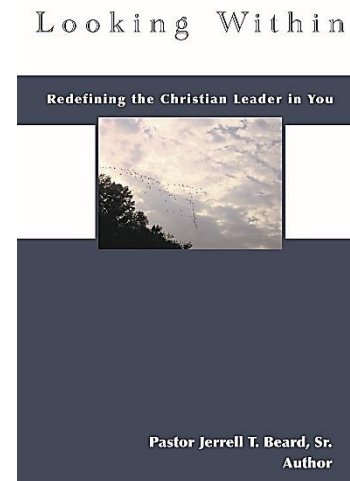
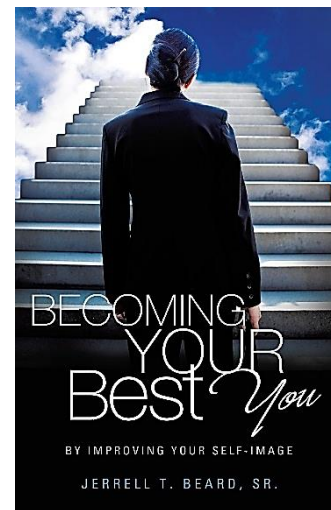
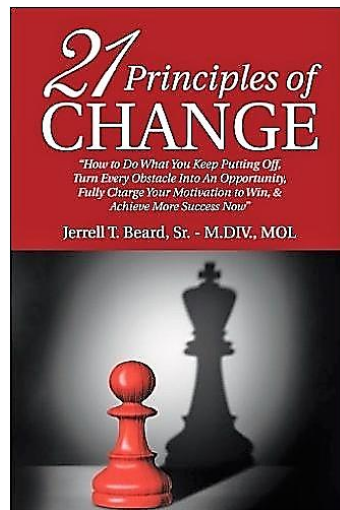
LIFE. LEGACY. LEADERSHIP.

Our Mission: To Deliver Success-Based Coaching To Every Client

Our President

Jerrell Beard – Doctorate Candidate Leadership & Executive Coach. Author. Trainer. Speaker.

Jerrell Beard is currently pursuing a Doctorate of Strategic Leadership & Business from Liberty University. He also carries a Masters of Organizational Leadership & Coaching and a Masters of Divinity in Practical Theology. He is a Master Certified Intelligent Leadership Executive Coach through John Mattone Global (*the #1 Executive Coach in the World and former Executive Coach to Steve Jobs*). He is a Credentialed Life and Leadership Coach through Lifeforming Institute. Jerrell Beard is Certified in all ICF Competencies. He has authored five books and has over twenty years of management, leadership, entrepreneurship, coaching, Church and public speaking experience. He is a community leader and is featured on various TV Shows and Radio programs. Learn more about Jerrell Beard and Maximum Success Coaching at www.JerrellBeard.com or www.MyMaximumSuccess.com





Our Services



SERVICE SCOPE

We partner with individuals and organizations that are seeking to improve and maximize performance, productivity, leadership capacity, bottom-line profit and the quality of life.

We serve our clients in the following areas:

1. Intelligent Leadership Executive Coaching (*John Mattone IL Model*)
2. Leadership Coaching
3. Life Coaching
4. Christian Coaching
5. Coach Certification
6. Mentoring
7. Public Speaking
8. Leadership Training
9. Small-Mid Size Business Consulting
10. Church Consulting



Executive Coaching

Executive Coaching

Intelligent Leadership Executive Coaching

In today's business world, we find ourselves in a conundrum: all businesses crave superior leadership, yet there remain relatively few truly great leaders. While there have never been so many books, blogs, speakers, and seminars on leadership, companies are having difficulty finding and grooming the next generation of leaders to handle the fiercely competitive atmosphere and lightning fast pace of change that defines our era. John Mattone's research has found an answer – "inner-core". And Jerrell Beard is a Master Certified John Mattone Intelligent Leadership Executive Coach.

John Mattone is the World #1 Authority on Intelligent Leadership and Top Executive Coach who is also former Executive Coach to Steve Jobs. As a Master Certified Executive Leadership Coach by John Mattone Global (World's #1 Authority on Intelligent Leadership and former Coach to Steve Jobs), Maximum Success Coaching client's receive the industry best in coaching just like many of John Mattone clients such as Amazon, FedEx, PepsiCo, Heineken, Columbia University and many more.



JOHN MATTONE
INTELLIGENT LEADERSHIP
CERTIFIED EXECUTIVE COACH



Executive Coaching

John's "inner-core" methods means assisting leaders in identifying and strengthening the health, vibrancy and growth of character, integrity, belief system, emotions, thought patterns and values.

This in-turn improves their 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.

John Mattone's Intelligent Leadership Executive Coach Blueprint includes:

- 50 to 75 hours working directly with Coach Jerrell Beard over a 6 to 12 month period.
- Powerful and Transformational Coaching Session for Inner-Core/Outer-Core Development
- MLEI (Mattone Leadership Enneagram Inventory)
- CPI – 260 (California Psychological Inventory)
- STLI-360 (Strategic – Tactical Leadership Index 360 Assessment)
- Qualitative Stakeholder Interviews
- Core Purpose Statement Exercise
- ILDP (Individual Leadership Development Plan)
- LeaderWatch Mini Survey (On-going ILDP Goal-oriented Stakeholder Survey)

INTELLIGENT LEADERSHIP EXECUTIVE COACHING PROCESS

4 Powerful Phases & 7 Game-Changing Pillars

AWARENESS → ASSESSMENT → ACTION → ACHIEVEMENT



UNDERSTAND
COACHING
"CONTEXT"
& ESTABLISH
VISION & GOALS

01



POWERFUL
"INNER-CORE"
ASSESSMENTS

02



POWERFUL
"OUTER-CORE"
ASSESSMENTS

03



TARGETED &
CUSTOMIZED
DEVELOPMENT
PLANNING

04



PERSONALIZED &
CUSTOMIZED
COACHING/
INTELLIGENT
LEADERSHIP
CONTENT

05



STAKEHOLDER &
MENTOR
ENGAGEMENT &
LEARNING

06



STAKEHOLDER
FEEDBACK &
COACHING
DEBRIEFS

07



Leader Coaching

Leadership Coaching

Leaders in every industry need to reset, recalibrate and refocus to leverage their strengths and find “blind spots” for growth. Our Intelligent & Transformational Leadership Coaching works best for Entrepreneurs, Leaders, VP’s, Directors and Managers that voluntarily seek to improve their capacity and impact. The Scope of the leadership coaching process includes: Awareness, Assessment, Action and Achievement.

Intelligent & Transformational Leadership Coaching Process features:

- 40 to 60 hours working directly with Coach Jerrell Beard over a 6 to 12 month period.
- MLEI- An in-depth diagnostic interview and assessment using the John Mattone’s proprietary “inner-core” assessments
- Stakeholder interviews
- STLI - 360 to gain insight into their “outer-core” effectiveness
- CPI – 260 (California Psychological Inventory) or StrengthFinders
- Debrief the leader’s custom assessment results
- Core Purpose Statement
- ILDP focused on leveraging their gifts and strengths and addressing their development needs.
- Draft 10 Years Leadership Vision
- LeaderWatch online “mini-survey” process at three-month intervals

MAXIMUM SUCCESS LEADERSHIP COACHING PROCESS

4 Powerful Phases & 6 Game-Changing Pillars

Awareness → Assessment → Action → Achievement



Co-create Coaching Relationship

Powerful Leadership Development & Assessment Tools

Intelligent Leadership & Growth Content

Mentor, Stakeholder & Peer Learning

Jerrell Beard Personalized Coaching

Stakeholder Feedback
Coach Jerrell Beard Debrief

Understanding Coaching Content

Self-awareness & Drive Behavior Change

Collaborate & Reflect

Challenge mental models

Unlock & Unleash Your full POTENTIAL

Solicit anonymous feedback from STAKEHOLDERS

Establish Vision

Apply Content to real leadership challenges

Inspire introspection

Create Your Compelling Future

IMPROVE COURSE-CORRECT

1

2

3

4

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Life Coaching

SuccessMind Life Coaching

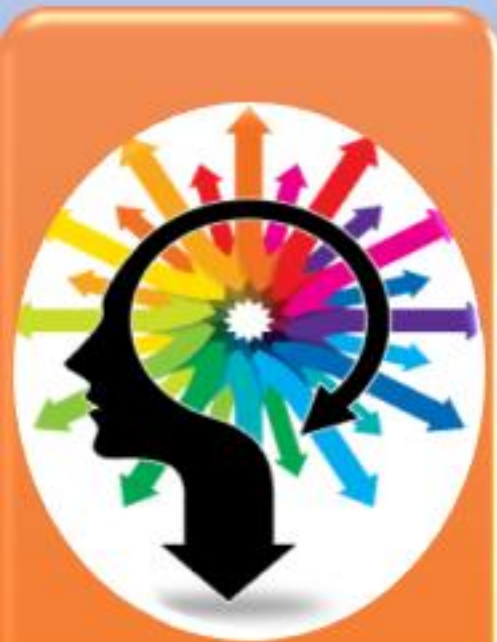
A masterful and intentional approach to life is the most rewarding step toward maximum satisfaction and we're here to help.

Maximum Success provides authentic, transformational Life Coaching that will empower you to achieve purpose, destiny, and transformation! Life Coaching is a specialty coaching dependent on the client's internal story and values, perceived life mission or purpose, career path, social focus, legacy design, growth areas as well as leveraging strengths and gifts.

Our Christian Coaching services features the following:

- 20-40 hours working directly with Coach Jerrell Beard over a 6 to 9-month period.
- Authentic Coach Relationship
- Objective MLEI and CPI-260 Assessments
- Core Purpose Exercise(s)
- Wheel of Life Exercise
- Gleaning Exercise
- Core Value Exercise
- Strategic & Customized ILDP
- Establish Vision & SMART Goal
- Guaranteed Growth and ROI

SuccessMind™ Life Coaching



Psychology



Mission



Social



Productivity



Finances



SuccessMind Life Coaching

The SuccessMind Life Coaching is designed to ensure ultimate and maximum guaranteed successful and authentic Life Coaching. SuccessMind is a cyclical system developed to interconnect and or infuse one or more phases of coaching together at any time during the coaching relationship to ensure success.

SuccessMind Life Coaching is not a linear or chronological coaching process but compliments each phase or stage of the coaching conversation and relationship. By addressing each of these areas' psychology, missiology, sociology, professionalism and finances; we can be assured to investigate and coach from a forensic, microscopic approach that creates organic continuity and integrated cohesion for clients.

The Acronym

Ppsychology of the Client

Mission for the Client

Social landscape around the Client

Productivity of the Client

Financials of the Client



Christian Coaching

Christian Coaching

Let's face it, spirituality is well woven within the fabric of our existence and interaction with others. Many individuals choose a path of spiritual-centeredness to navigate their way and we are here to help. If spiritual development and growth is at your core essence or an instrument that keeps you grounded; we're qualified to aid in the navigation of a success path to who you desire to be or what you need to grow.

Maximum Success provides authentic, life-changing Christian Coaching that will empower you to achieve purpose, destiny, and transformation! Christian Coaching is a specialty coaching dependent on faith, the Bible, the Holy Spirit, and belief to achieve growth and change.

Our Christian Coaching services features the following:

- 10 to 20 hours working directly with Coach Jerrell Beard over a 3 to 6-month period.
- Form a Christian foundation in the Scriptures
- Complete Core Values Exercise
- Conduct Personal Spiritual Gift Analysis
- Conduct Gleaning Exercise (Background Reflection, Mentor Feedback, etc.)
- Identify Gifts and Callings
- Complete Christian CPS (Core Purpose Statement)
- Design a ICDP (Individual Christian Development Plan)
- Deeper spiritual insight & contribution

Mentoring

Success Mentoring

Coach Jerrell Beard confidentially engages with motivated individuals in the four proven phases of our transformational success mentoring process: *Awareness; Assessment; Action; and Achievement.*

Mentee(s) undergo an in-depth diagnostic interview and “inner-core” assessments that are complemented by stakeholder interviews and custom 360 to gain insight into their success impact. This helps mentee gauge their intent in comparison to their impact.

1. 50-75 hours working directly with Coach Jerrell Beard over a 9 to 12-month period
2. Form an unstoppable and successful internal belief system
3. Conduct MLEI to identify dominant traits and maturity trait level
4. Conduct STLI-260 to gather stakeholder feedback on success competence
5. Identify Core Values
6. Craft IDP (Individual Development Plan)
7. Draft 10 Year Success Blueprint with strategic SMART goals
8. Improve Productivity and Performance
9. Engage transformational in-depth coaching sessions



Coach Certification

Coach Certification

Every leader should possess the skills and competencies of a Coach. Coaching happens when there is a professional trusting and authentic relationship built an empowerment, success and creating smart strategies for goal achievement and improvement. A leader with coaching skills capitalizes on the impact of asking powerful question, practicing “fully present”, listening deep, exercising discernment, and belief in others to name a few.

Becoming a Coach is for individuals who have a sincere and authentic belief in the capacity of others and the passion to see others succeed. If this is you, you're a Coach at heart. What you need is skill or more skill! Through the Maximum Success Online Coaching Academy www.MyMaximumOnline.com we offer:

- AFFORDABLE, flexible, self-paced, web-centric program on any mobile or electronic device.
- Online Coach Certification
- On-site Group Coaching Certification
- Life Coach Certification
- Leadership Coach Certification
- Christian Coach Certification
- ICF Certified Coach content and training

Life Coach Certification

Our Life Coach certification equips you to coach individuals in the areas pertaining to personal development, success, growth, goal achievement, overcoming obstacles, living on purpose, and any area of life.

Through the Maximum Success Online Academy we offer:

1. 30-45 day SELF-PACED and web-centric, Virtual Classroom
2. 60 hours of integrated hands-on, supervised and peer engagement using industry leading material
3. 5-10 Coaching session with client, peer coach, or Coach Trainer
4. 21 Informative and Transforming Video Training Modules
5. 10 Coach Skills Development Exercises
6. 4 Mastery Quizzes (No Pass or Fail)
7. Certification from Maximum Success Coaching & Consulting
8. Visit our virtual learning platform at www.MyMaximumOnline.com

Leadership Coach Certification

Our Leadership Coach certification equips you to coach leaders in the areas pertaining to professional development. As a Leadership Coach you are qualified to broaden your impact by working with entrepreneurs as well as ministry and marketplace leaders. You will be equipped as a Leadership/Professional Coach. You can complete your course certification in 30 days Online.

Through the Maximum Success Online Academy we offer:

1. 45-60 day SELF-PACED and web-centric, Virtual Classroom
2. 100 plus hours of integrated hands-on, supervised peer coaching, audio teachings, and computer modules.
3. 15 Coaching session with client, peer coach, or coach trainer
4. 27 Informative and Transformational Video-Training Modules
5. 10 Coach Skills Development Exercises
6. 4 Mastery Quizzes (No Pass or Fail), Motivational Audio Session
7. Certification from Maximum Success Coaching & Consulting
8. Visit our virtual learning platform at www.MyMaximumOnline.com

Christian Coach Certification

Our Christian Coach certification is a life-changing program designed for those who desire to use coaching skills either as a Professional Christian Coach or spiritual coaching in their current Christian leadership role such as Deacon, Elder, Minister, Church Administrator, Senior Pastor, etc.

As a Certified Christian Coach you will help transform the lives of others with skill and spiritual insight. Through the Maximum Success Online Academy we offer:

1. 30 day self-paced, web-centric program and virtual classroom
2. 70 hours of integrated hands-on, supervised peer engaged, proven coach material
3. 15 session with client, peer coach, and coach trainer
4. 28 Informative and Transformational Video-Training Modules
5. 10 Coach Skills Development Exercises
6. 7 Mastery Quizzes (No Pass or Fail)
7. Certification from Maximum Success Coaching & Consulting
8. Visit our virtual learning platform at www.MyMaximumOnline.com



Leader Training

Leadership Training

Leaders need the cutting edge advantage of mastering professional competencies that produce uber success with clients, performance, peers, and more. Human equity (employees) is the key profit potential of any organization. In order to create an organizational culture of successful leaders with organic enthusiasm and relentless drive to achieve; one must immerse leaders in key concepts for professional growth and vision achievement. Maximum Success offers informative and life-changing industry specific training for leaders.

Simply choose the topic, setting, or time-frame for helping your leadership team grow and excel. Relax and let us do all the "gritty" work!

We offer our clients:

- Leader development seminars focused on relevant and trending practices
- Small group training
- Empowerment conferences specifically for your team or organization
- Internal coaching training programs for long-term leader development and performance
- One-on-one Thought Leadership
- Leader and Team Assessments for critical feedback and growth
- Conference training
- Keynotes

Speaking

COACH



www.jerrellbeard.com

Public Speaking

With over twenty years of public speaking, teaching and TV/Radio hosting, Jerrell Beard, Sr. has spent a diverse portfolio of speaking and public communication. He has been afforded the opportunity to speak on local, national and international platforms. In addition, Jerrell Beard has been the featured speaker on the Truth Revealed Television daily broadcasting into nearly 5 million homes daily. In addition, Jerrell Beard has been the featured speaker on the Life Overflowing daily inspirational radio broadcast reaching hundreds of thousands of listeners. Jerrell Beard has hosted various conference and seminars to individuals seeking to succeed, grow or live their legacy. He has also coached and motivated students in educational facilities providing wisdom and insight on how to succeed. He is a transforming and passionate Public Speaker who teaches with impact and significance.

Jerrell Beard, Sr. is an Author, Leadership Trainer, Executive Coach, Conference Speaker, and Motivator. His focus is on helping clients achieve peak performance, maximize leadership and life success, and live with greater purpose or legacy. He studies, researches, writes, and speaks in the fields of leadership, success psychology, organizational development, Christian growth, and personal development and coaching. He is a Doctorate of Strategic Leadership and Business student at Liberty University. He carries a Masters of Divinity, Masters of Organizational Leadership and is a Certified and Credentialed Leadership & Executive Coach. Book Jerrell Beard for your next conference, seminar, leader training, or public event. Visit www.JerrellBeard.com to learn more.

Consulting

Business Consulting

Jerrell Beard has over twenty years in business, leadership, entrepreneurship, nonprofits, Church and management. In addition, he specializes in change management, organizational leadership, new start-ups. Jerrell Beard's academic profile equips him to grant insightful forensic Thought Leadership into business strategies and organizational development as he is a Doctorate of Strategic Leadership & Business at Liberty University. He carries Doctorate credits in Strategic Leadership from Regent University and also has accomplished a Masters of Organizational Leadership & Coaching; Masters of Divinity in Practical Theology from Regent University as well. As President of the Maximum Success Consulting Team, our company is ready to assist you & your organizations with critical areas of organizational and leadership growth.

We offer our clients:

- Leadership Coaching, Development & Assessment
- Thought Leadership & Strategic Organizational Forensics
- Entrepreneur Coaching & Mentoring
- Vision & Mission Development
- Organizational Design & Transformation
- Operational Procedures & Systems
- 501 © 3 Acquisition
- Project Management

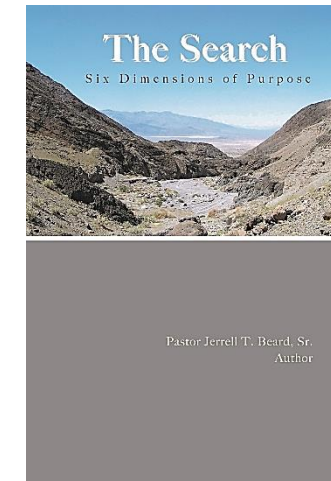
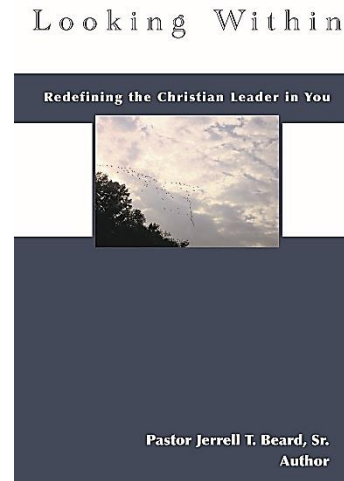
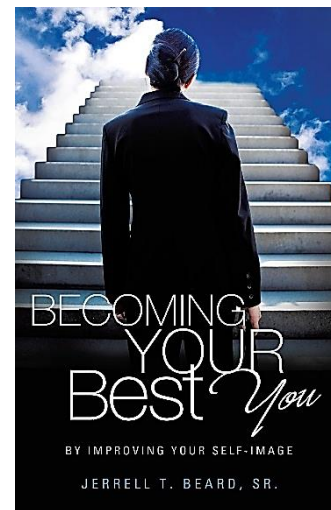
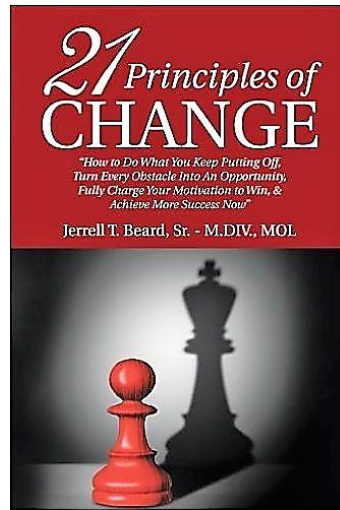
Church Plant Consulting

With over 20 years of non-profit, Christian church planting, and community development experience, Jerrell Beard and the Maximum Success Team can offer you success proven, strategic consulting for maximum outcomes and results. We've experienced growing small to large church groups ranging from 50 to 1500 members. We've experienced strategic developmental process to help churches support their Pastors and Leaders vision and help bring that vision to fruition.

We've also developed community projects with large scale companies, government officials and mega-churches and more. We have conducted external partnerships and campaigns that raised hundreds of thousands of dollars to assist and develop the community. We've also launched a diverse portfolio of ministries, develop impactful community outreach, invested in new community playground and more. We offer our clients church plant consulting in:

- Spiritual Development
- Church Development
- Leadership Development
- Ministry Development
- Board Development
- CDC Development
- Community Development
- Organizational Development

Maximum Success Coaching & Consulting





Contact Us

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