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BEYOND BOARD ROOM DOORS, SBC.™ PRESS KIT

Ushering in a new era of business and social change for Minnesota, Beyond Boardroom Doors, SBC™. (BBD) has reopened its doors to executive leaders, business owners, and entrepreneurs. BBD is a business-for-business executive, leadership coaching, development and consulting firm that recognizes the continual change and acceleration of the social, environmental and economic issues facing today's leaders.

BBD represents more than 30 years of combined coaching and executive leadership expertise. Founder and CEO of BBD, Joy Pecchia recognized the challenges facing leaders and saw an opportunity to make an impact. Joy partnered with her colleague and fellow executive leadership and wellness coach Nina Roberts Salveson and together they developed the charter for BBD. Their goal was to take leadership coaching Beyond Boardroom Doors to prepare leaders to navigate ongoing change while connecting with the passion and purpose that drives them, to help lead authentically, boldly and effectively.

Although BBD services are tailored to the unique needs of each of their executive, leader and social entrepreneur, their **proprietary services** include:

- Mission-based leadership systems
- Strategic, cultural and sustainability consulting
- Programs, events and retreats

Though headquartered in Minneapolis, Minnesota, BBD's team of savvy experts work with leaders from all walks of life across the US and globally.

ABOUT BEYOND BOARDROOM DOORS, SBC.

Based in Minneapolis, Minnesota, Beyond Boardroom Doors, SBC. (BBD) is a mission-based leadership development firm with over 30 years of experience in helping the world's top leaders successfully navigate continual change and lead from the heart. With a specific focus on mission-based leadership systems, BBD offers business strategy and process consulting, leadership and executive coaching, team training programs, and learning programs and retreats. Visit www.beyondbbd.com.



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BEYOND BOARDROOM DOORS, SBC.™ QUOTES:

“Our mission is not a small one. At BBD, we seek to build the leaders we urgently need for the future of our nation, world and planet. We are helping advance leaders who are ready to take on change as an opportunity and social challenges as a platform for progress.”

—Joy Pecchia, Founder

“We offer our mission-based leadership services because we see the opportunity for leaders to be examples of how to create meaningful and sustainable social change and impact. Yet, the skills needed to successfully lead in business today are not being taught to our leaders. That’s the mission of Beyond Boardroom Doors.”

—Nina Roberts Salvesson, Partner, Innovation Systems

BEYOND BOARDROOM DOORS, SBC.™ FACTS:

Beyond Boardroom Doors, SBC. (BBD) brings more than **30 years’ of experience** to executive coaching and consulting to business leaders ready for mission-based leadership to improve their companies.

Beyond Boardroom Doors, SBC. (BBD) **began in 2002 in Minneapolis, Minnesota**. After over a decade of success, **Nina Roberts Salvesson** joined BBD as a partner in 2014, expanding the firm’s capabilities in leader wellness through holistic approaches.

On **January 2, 2015**, Beyond Boardroom Doors, SBC. (BBD) was first to file with the Secretary of State as a Public Benefit Corporation under **The Public Benefit Corporation Act**. At that time, **Minnesota joined 29 states** that have passed the law providing for a new class of business. Public Benefit Corporations offer commercial strategies to maximize improvements in human and environmental well-being.

Beyond Boardroom Doors, SBC.(BBD) recognizes the need for leadership in social contribution on a global scale. With this in mind, **BBD is opening is reopening its doors to support mission-based leadership that goes beyond leaders, organizations and communities.**

LIKE BBD on [Facebook](#) and [LinkedIn](#) for upcoming events and weekly LeaderSnips.



*Navigating leaders
through constant change*

BBD LEADERSHIP TEAM BIOS

JOY PECCHIA, BBD FOUNDER



Joy Pecchia is the Founder and CEO of BBD, creator of the Speed-to-Advancement™ (STA) Training System, and author and facilitator of BBD LIFT events targeting executives, entrepreneurs and business leaders. After a successful career as a corporate executive and CEO, Joy was inspired to become a Board Certified Coach (BCC), international speaker, facilitator and trainer, in addition to advanced training and certifications from Coaches Training Institute, META Institute and Robbins Research Intl (RRI). Joy served as an Elite Coach with RRI, an

Anthony Robbins Company for ten years, where she had the opportunity to impact the lives and businesses of hundreds of successful leaders across the globe. In 2014, Joy recognized a need to help prepare business leaders to navigate on-going change and relaunched BBD as a platform to share her proven leadership, strategy, and coaching methods and tools.

NINA ROBERTS SALVESON, BBD PARTNER, INNOVATION SYSTEMS



Nina Roberts Salvesson is a BBD Partner and former Fortune 100 and 500 executive, successful business owner, trainer and facilitator. She brings 20 years' experience as a board certified executive and leadership, transition and wellness coach as well as 15 years as a holistic health, yoga, meditation, and Ayurveda teacher. Her education includes doctorate studies in transpersonal psychology and generative human development, an MA in adult human development and transformational leadership, and a BA in communications and developmental psychology in addition to advanced

training and certifications from Executive Coaching Academy, The Hudson Institute, Corporate Coach University, Omega Institute and META Institute. Nina joined BBD in 2014 and applies her expertise to help clients tap into a broader range of leadership capabilities while achieving new levels of resiliency and vitality.