



*Navigating leaders  
through constant change*

## **Vision**

*We believe in a bright future  
co-created with authentic  
courageous leaders.*

## **Mission**

*Our mission is not a small one.  
At BBD, we seek to build the  
leaders we urgently need for the  
future of our organizations, our  
communities and our world. We  
are helping advance leaders who  
are ready to take on change as an  
opportunity and challenge as a  
platform for progress.*

## **Values**

- ▶ Joyful
- ▶ Loving
- ▶ Grateful
- ▶ Courageous
- ▶ Authentic

## **Differentiators**

- ▶ *Representing authentic,  
professional experts who  
lead from the heart.*
- ▶ *Established in Minneapolis, MN  
in 2002 with staying power into  
the future during uncertain times.*
- ▶ *Legally a Public Benefit  
Corporation – Mission X Margin.*



# Core Capacities – What we do best

## Leadership

Leaders require proven systems in times of uncertainty.

## Culture

Leaders set the stage for a thriving culture.

## Strategy

In order to stabilize and grow you need a clear vision.

## Authenticity

Authentic leaders are driven beyond the bottom line.

## Sustainability

Identifying and providing sustainable solutions.

## Integration

Integrating the 4 Quotients of Leadership for success.

# The BBD Story

## **BBD coaches, mentors, and strategists support leaders in all walks of life to influence our changing world.**

In recent years, environmental, social, and economic issues have become top-of-mind concerns for our global society. Guided solutions are needed to solve these persistent problems. There is a great need for our business, community, national and world leaders to go beyond the status quo and begin using their influence to create meaningful and dynamic change.

With insights from her own successful corporate career and more than two decades of leadership and professional coaching and consulting, Joy Pecchia saw the leadership need and an opportunity.

At BBD we know that leaders need the self-understanding, mindfulness, and inner balance, along with professional skill-sets and tools, to lead their teams to success during times of volatility.

Leaders must also answer the call towards social responsibility by contributing to long term, trust-based relationships that impact their cultures of people, purpose and process.

BBD offers an array of proven tools, services and process models to help leaders discern the path forward and activate sustainable change in their lives, organizations and communities. In addition to our high-end delivery model with a focus on catalyzing change and cultivating leaders, BBD is also a laboratory for new thought and action.

We've honed our strategic, leadership and coaching systems along with our team training programs to help leaders achieve new heights by capitalizing on change and complexity rather than resisting it.

# Meet your BBD team of professionals



**Joy Pecchia**  
Founder and Board Certified Coach

Joy Pecchia, Founder of BBD (2002), 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, Joy was inspired to give to others in a more expansive way through coaching, and became one of 30 Board Certified Coaches (BCC) in Minnesota. In addition, Joy received master certifications from Coaches Training Institute, META Institute and Robbins Research Intl (RRI). In 2015 Joy recognized a need to help prepare business leaders to navigate on-going change and relaunched BBD as a Public Benefit Corporation to offer mindfulness-based leadership development programs.

Joy is a catalyst, dedicated to helping leaders become high performance authentic leaders...leaders who inspire, engage and achieve with and through others.

*At BBD we have a mission centric core: providing leadership to concerned and passionate leaders who want to improve the balance of our world, and who strive for balance in life, work and the way business is done.*



**Jean Nitchals**  
End-to-End Strategic Consultation and Innovative Leader

*Nothing endures but change...* Jean Nitchals is a proven leader in business strategy, change management, and strength-based leadership. Jean spends her time successfully helping leaders architecting innovative change, and re-energizing organizations through end-to-end strategic consultation, and process improvement.

Through Jean's fervor and intuitive approach she has transformed groups of individuals into highly functional teams by maximizing individual strengths through all aspects of her consulting expertise. Jean is extremely adept at assessing the root cause of a situation, unveiling opportunities for growth, performance drivers of organizations, and identifying strengths, opportunities, and winning strategies for performance improvement leveraging innovative thinking.



**Nina Roberts Salvesson**  
Transpersonal Psychology and Ontological Coach

Nina has completed doctorate studies in positive psychology and self-generative adult human development and has a master degree in transpersonal psychology and ontological coaching, an extraordinarily powerful methodology for effecting change for individuals, teams and organizations.

Her entire career has been dedicated to wellness leadership, guiding people and organizations toward optimal health and function through program design, facilitation and coaching.

**Raise the bar on leadership in your organization and get remarkable results, with BBD as your partner.**

For more information visit [www.beyondbbd.com](http://www.beyondbbd.com).  
Call or email today • 612.227.8922 • [Joy@BeyondBBD.com](mailto:Joy@BeyondBBD.com)

Here's what clients have to say:

*Not only did Joy listen and hear the things I was saying — she heard a lot of things I wasn't saying. Joy prompted me to really examine some issues, perceptions, work and life habits; and **she brought keen observations and insights to our sessions. I'm much more focused and directed now** and have finally begun to remove the last impediment to really being all that I can and want to be. — Exec VP, Schwab Bank*

*In a very short period of time Joy and Nina have instilled within our leadership team **renewed enthusiasm and responsible leadership** that will support our hotel's momentum toward successfully achieving 5 Star/ 5 Diamond rating in the hotel industry. — General Manager, Hilton Hotels (Employee Engagement Survey)*

*I believe Joy would be a great potential panelist and resource for the Mentoring Circles Program at BSC. She has that **contagious energy and real world experience** that I believe would be a **great asset to the program**. — General Manager, Boston Scientific (Executive Coaching Program)*

*Jean not only **facilitated clear direction** for our team over the next five years, she also **provided clear objectives, next steps and an accountability structure** that will make us a stronger more efficient organization for years to come. — Mike P., Peppo Sales*

*In less than 6 months, Nina has helped me make **significant improvements in terms of enhancing my visibility, presence within the organization** and improving my perception among senior leadership, which has led to an increase in the scope of my responsibilities. — VP, Sales and Marketing*

*Joy is an **outstanding coach and trainer who is well worth the price of admission**. On top of that, she is **sincere and authentic in every way**. I am certain you will find the time spent with Joy to be of great benefit. — VP, SamsNet*

A study conducted by the Manchester Group on the effects of coaching estimated a **greater than 5:1 return-on-investment ratio**. Public Personnel Management reported a study comparing training alone to coaching combined with training. **Training alone increased productivity by 22 percent while a combination of training and coaching increased productivity by 88 percent.** (Manchester Group)