

Bio:

Joy Pecchia, Board Certified Coach & Trainer

Overview



After a successful career as a corporate executive, and having had her own corporate coach, Joy was inspired to give to others in a more expansive way, and became one of 30 Board Certified Coaches (BCC) in Minnesota. She had a strong desire to work with people, rather than with numbers and operational issues and knew she had to take this powerful coaching to other leaders. Joy boldly left corporate and founded BBD Leadership in 2002 because she believes in a bright future co-created with authentic bold leaders.

Joy has coached hundreds of leaders across the globe in a variety of topics including how to:

- Interpret your style and specifically harness your new awareness for best leadership within your community or organization, the people and the culture
- Consistently communicate the vision so it is embraced and implemented throughout all levels
- Listen to and lead your people towards optimal success

Coaching Approach

Joy works with innovative leaders who are willing to shape a new generation of leadership to take their companies forward and beyond. The leadership and executive coaching services she offers have been fine-tuned since 2002 to help leaders achieve new heights with a focus on simplifying change and complexity rather than resisting it.

Previous Background

- Robbins Research International, An Anthony Robbins Company, Elite Coach
- Event Think, General Manager
- Wallace Marx and Associates, Financial Consultant
- Sinard & Assoc., Director of Finance/Administration

Coaching Areas of Expertise

- Executive Presence, Bold Leadership and Seasoned Business Owner Coaching
- Life/Career Transition Coaching
- Leadership Performance Planning and Assessment Systems and Processes
- Professional Development Workshops, Training Events and Retreats

Professional Development and Supervision

Joy is an internationally Board-Certified Coach originally trained through the Coaches Training Institute; Robbins Research International, an Anthony Robbins Company; the Meta Institute; and Robbins Madanes Coach Training Program. Joy is also a Certified Master NLP Practitioner, Certified Hypnotherapist, Certified Therapeutic Coach, Certified Healing Touch Practitioner and Reiki Master Teacher. Joy is also a Certified Strategic Interventionist, supporting personal relationships at any level.

Representative Coaching Engagements

- Sr. Exec/HR for Fortune 100 retail corporate organization in Minneapolis. Sr. Exec quit her job and was seeking coaching support in landing the best opportunity for her next executive career move. Success!
- Strategic Consultant for sustainable fashion garment industry in Hong Kong wanted coaching support to redefine her role in the company and create a foundation as a part of that organization that offered her ownership and high-level strategic work only, taking her out of any type of operations in the profit/foundation arms of the organization, while taking on the founder's responsibilities so the founder can step back and reduce her involvement. Success!
- CEO of Fortune 100 Healthcare organization requested Executive Presence coaching for one of her Exec VPs. The Exec VP has much potential to grow and lead and has some communication and leadership issues getting in her way of advancing and successfully managing up within the organization. Success!
- Sr. Director at Fortune 100 Healthcare company was interested in professional development to support her high demand position. She is a high performer and was desiring assistance in managing her projects and salary review expectations as she felt hiring promises were not being met, even though her performance reviews were stellar. Success!
- Banking services CEO is 55 years old, and is at a crossroads looking for 1-2 degrees of additional success and achievement. He had been dissatisfied for 1-2 years. Success!
- CEO/owner of major agricultural feed company wanted to grow her business by 20-30% per year and hire a General Manager and CFO so she can pursue her interests in the speaking circuit and only consult within the agricultural community. Success!

Types of Clients Coached

Chairman | CEO | Sr. Exec. VP | General Manager | Exec. VP | VP | Manager Consultant
Sales Manager | CFO | Attorney | Physician | Seasoned Business Owners and Entrepreneurs
College Students/Spouses Referred by Clients

Representative Clients

Willis Towers Watson | United Health Group | Hilton Hotels | Boston Scientific | HSA Bank
Schwab Bank | Verity Bank | UBS Financial | Keller Williams Realty | CrossFit | General Mills
Young Living | ReMax Preferred | SICK | Subway | NAWBO | Midsized Organizations

Education and Qualifications

- Center for Credentialing & Education, Inc.
- International Board-Certified Coach
- Coaches Training Institute
- CoActive Coach
- Globe Business College
- Accounting Degree
- Meta Institute
- Certified Master NLP Practitioner and Coach

Psychometric and Diagnostic Tools

DiSC Emotional Intelligence StrengthsFinder Employee Engagement Hogan 360 Competence

Professional Affiliations

International Coaches Federation | Women's Foundation | Rotary Club | Power of 100
Healing Beyond Borders | The Coaches Creative | Center for Credentialing & Education

Client Testimonials

*Joy provided me with a **very well-organized approach to identifying my objectives and goals**. Her ability to keep me **focused and accountable provided a tremendous resource for me**. —Chairman, Verity Bank*

*Not only did Joy listen and hear the things I was saying — she heard a lot of things I wasn't saying; **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. —Executive VP, Schwab Bank*

*Joy is **inspiring, motivating, and encouraging**, and always a pleasure to talk to. I didn't finish a single call with Joy without a **smile on my face and new insights and distinctions that I could use right away**. —CEO, interactivetools.com*

*Working with Joy is a major push into a **higher level of wisdom, action, and compassion**. She is great at providing techniques that speak to where you are and where you want to go. Blessings to you, Joy. —Motivational Speaker, California*

*There are many coaches in this world; few are chosen. Joy is one who is chosen because she is the real deal. A **gifted woman who is doing what she is meant to do in this world**. I am fortunate to be working with her. —General Manager, MA*

*In working with Joy, I moved from **#78 up to #24 in less than a year for sales** in my company which I haven't accomplished in the last 13 years. **I've already accomplished my entire year's bonus and it's only the middle of March!** —VP Sales, North Carolina*

*What I've noticed is that **whenever Joy puts her mind to something, she makes it happen** – whatever it is. I admire that quality in Joy and always have. —Director of Coaching, Anthony Robbins Companies*

*I would strongly recommend coaching with Joy. She is **knowledgeable, professional, and very effective**. —Trial Attorney, New York*

*Joy Pecchia has that **contagious energy and real-world experience** that I believe would be a great asset to any program. —General Manager, Boston Scientific*

*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**. If you have the opportunity to hire Joy, I am certain you will find the time spent to be of great benefit. —VP, SamsNet*

*On behalf of the firm, I want to thank you for your presentation today. It was **tailored nicely to our audience and everyone walked away with some information for their practices**. Thank you for all the time and prep that went into this meeting. We appreciate the support of our firm and our salespeople. —Partner, Foster Klima*

*Thank you so much for presenting at our firm. You were **excellent and I have received extremely positive feedback**. —Attorney, Messerli & Kramer*

*The **information, knowledge and personal experiences Joy has shared have added to my management and HR toolbox**. It is fun to see my career take off by going through this program and to see the light bulb go on with managers as well! —HR Business Partner, SICK Technologies*

*The workbook content was very helpful and all of the exercises and interactions were extremely beneficial. **Joy's knowledge, tips and energy was great**. I would highly recommend Joy! —NAWBO Conference*