

# THE GREATER ADVANTAGE, INC.

marketing / performance coaching for business and life

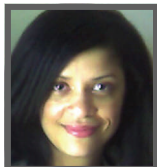
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company profile

million dollar corporate strategies for  
business and life

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## meet the coaches

“Our partnership is a perfect fit. Kim has an internal perspective and a keen understanding of what drives optimal living and performance. Sheri brings a unique external perspective, focused on marketing, style, and engagement.”

**Kim Bettie** founded The Greater Advantage in 2005. For 10 years she worked for General Motors (GM) in executive coaching, organizational development, and process improvement. Kim has a proven track record in helping others achieve their goals. She helped senior leaders develop strategic plans that resulted in reaching business objectives. She was the project manager and senior training specialist for Individual Growth Strategies (IGS), a career development program. Kim was instrumental in getting leadership buy-in, training managers to become coaches and creating a developmental culture. Prior to joining GM, she was a career coach at Right Management, Wayne State University, and Michigan State University. She has helped hundreds of individuals discover their passion, leverage their talent, and successfully manage career transitions.

Kim received her executive coaching certification in 2003 from GM's Executive Coaching program, an intensive program of 32 hours in training and a 90 day certification process. She is qualified to administer the *Myers-Briggs Type Indicator (MBTI)* and the *Group Development Questionnaire (GDQ)*. Kim is also certified in the following programs: *Leading Change*, *Strategic Visioning* and *Go Fast: Process Improvement*. She has a bachelor's degree in psychology and employee relations from Michigan State University, and is completing a Master's degree in Christian counseling. Her passion lies in helping others learn the art of living faith-focused: developing the right mindset to breakthrough the roadblocks to success. Her coaching methodology is built on empirically tested processes that promote lasting change.

**Sheri Collins** joined The Greater Advantage as a partner in 2006. She has over 15 years of experience in sales, marketing, event planning, and training. A former marketing director for Blue Cross Blue Shield of Michigan (BCBSM), Sheri created momentum through effective marketing, communications, and training strategies. She served on the Detroit Regional Chamber's Small Business Advisory Council for two years. Sheri has a proven track record of creating strategies that produce market driven organizations. At BCBSM, she led teams to develop the company's marketing strategies for small business, which included the creation of the small business development center and expo. She believes a good marketing strategy engages employees and allows them to see how they can walk it out, resulting in heightened customer loyalty and higher sales growth.

Sheri received her sales coaching certification from Achieve Global in 2003, completing 24 hours of training on the Professional Selling Skills™ system and coaching strategies to change sales behavior and improve results. Having a bachelor's degree in public affairs management from Michigan State University, Sheri completed a Master's degree in Business Administration (MBA) in 2005. She also completed the strategic sales management program at the University of Michigan. Sheri has guest lectured on the topics of entrepreneurship, marketing, and strategic planning at Central Michigan University, Oakland Community College and Everest Institute.

Together, they bring an inside-outside approach in strategic coaching that is a holistic integration of all of the motivational, emotional, analytical, and physical aspects of business and life.

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*"I had the pleasure of being a part of two presentations by TGA. You ladies are fascinating and provide a real life insight on weathering the winds of change. Each presentation has provided me with information I want to share with my clients and staff. Talk about eye opening, you ladies have opened my eyes to techniques that fit both my business and life. Thank you and God bless you."*

Linda Baer-Austin  
Owner, Express Personnel  
Services

*"I attended the session you held at Everest Institute and it blessed my soul. It caused me to set several short and long term goals, to be optimistic towards them, to be tenacious concerning them and to just do it. I encourage you ladies to continue on this realm of ministry because it is anointed and ordained of the Lord. Thank you both so much!"*

Mary Woods  
Student

## we are strategic coaches

Our firm offers a revolutionary strategic planning process that provides the proven advantages of coaching. We have developed a spherical approach to short and long term strategic planning and execution. The TGA strategic coaching system helps concentrate your talents, energy and effort in a focused direction to get the desired results. We have used the experience and know-how learned in corporate America to create a business that embodies the true spirit of entrepreneurship, excellence, and reciprocity.

## we are faith-focused

Our firm is faith-focused, leveraging faith to give you the greater advantage. Our philosophy is based on biblical principles that create a marketplace ministry that focuses diverse administrations and operations in one direction for the common good (1 Corinthians 12:4-7). We are guided by two basic principles: excellence and reciprocity. We believe in being great by doing good.

## we are social entrepreneurs

What are social entrepreneurs? Entrepreneurs who identify resources where people only see problems. They serve a social purpose by targeting a particular underserved market in a way that benefits individuals in that market and society at large. We feel a social responsibility to become a beacon of hope in our community, by using the benefits of strategic business and life coaching to help others weather the storm and manage the winds of change.

Large corporations invest in strategic coaching and really understand its impact on bottom-line results. Coaching has been typically reserved for corporate personnel only at the highest levels of an organization. Our research shows that strategic planning and coaching are still rarely utilized by or available to minorities and women: small businesses, ministries, and individuals. As a result, we recognized these markets as underserved by the coaching industry.

## we are accessible

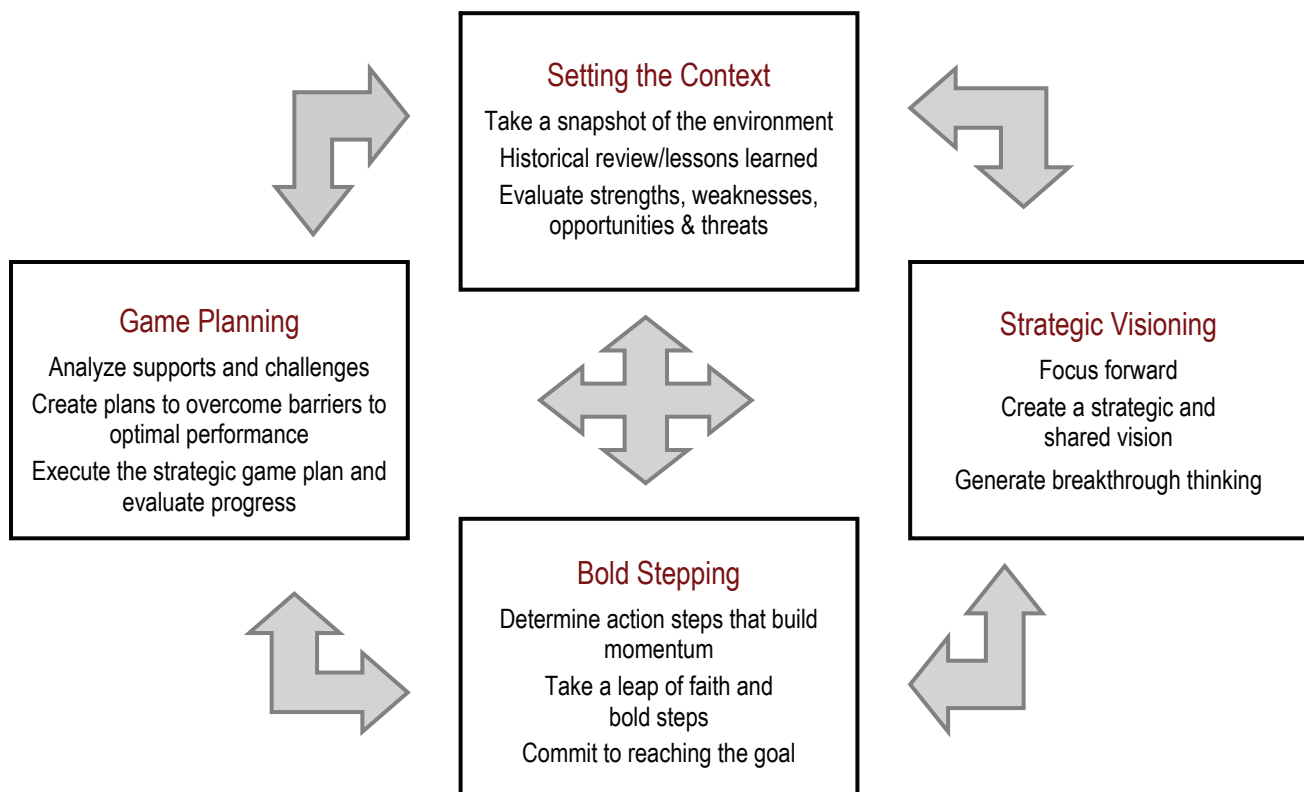
We seek to correct this imbalance by making strategic coaching accessible and affordable to everyone. Given the current economic conditions, everyone can benefit from a greater opportunity to succeed. We have a shared vision: million dollar corporate strategies for business, ministry, and life. Our services provide collaboration and increased commitment. We help build effective strategies based on the context of the internal and external environmental factors faced in the marketplace. This results in strategies and action plans that overcome roadblocks and improve your chances for success.

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## TGA Strategic Coaching System 40

The Greater Advantage Strategic Coaching System increases brainpower around an issue, leading to better decisions, greater commitment, and improved results. Strategic planning sets the direction and improves the prospects of long term success. The coaching component of the system increases its effectiveness by over 80%.



TGA uses storyboarding for graphic facilitation throughout all stages of the strategic coaching process. This technique provides extraordinary benefits to an individual, team or organization:

- Creates a visual strategic planning process, generating new ideas 20% faster
- Insights from displaying the past, present and future state improves problem solving by 20%
- Breaks a project into manageable tasks, speeding up decision-making by 64%

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## strategic coaching is an excellent investment

COACHING impacts doing. Doing IMPACTS business & life. Impacts measured by RESULTS



## business coaching

Strategic coaching generates resourcefulness, expanded possibilities, and a stronger tolerance for change. A Metrix Global study of Fortune 500 executives found that coaching produced a 788% return on investment. In a recent survey of Fortune 1000 clients by Manchester Consulting, executives ranked the key benefits of coaching to their business:

### Tangible Business Impacts

- Productivity (53%)
- Quality (48%)
- Organizational strength (48%)
- Customer service (39%)
- Reduced complaints (34%)
- Retention (32%)
- Cost reductions (23%)
- Bottom line profitability (22%)

### Intangible Business Impacts

- Improved relationships with direct reports (77%)
- Improved relationships with stakeholders (71%)
- Improved teamwork (67%)
- Improved relationship with peers (63%)
- Improved job satisfaction (61%)
- Reduced conflict (52%)
- Increased organizational commitment (44%)
- Increased relationship with client (31%)

## life coaching

We believe the business and personal aspects of life are integral to each other. Life coaching deals with the personal challenges we face in pulling off professional goals. Total success means achieving quality in every part of your life.

### The benefits of life coaching

- Self awareness (68%)
- Setting better goals (62%)
- More balanced life (61%)
- Lower stress levels (57%)
- Self-discovery (52%)
- Self-confidence (52%)
- Improved quality of life (43%)
- Enhanced communication skills (40%)
- Project completion (36%)
- Health or fitness improvement (37%)
- Better relationships at work (33%)
- Better family relationships (33%)
- Increased energy (32%)
- More fun (32%)

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## workshops & seminars

experience the power of group coaching

In order to understand the complexity of today's world, successful people set aside time to think strategically.

### SHIFT™: 7 mindsets for success

A revolutionary life coaching program that results in clearly defined goals and a customized strategic plan for living your vision. The 7 mindsets for success will help you SHIFT™ your mental attitude and plan to win in business, life and love too!

### the spirit of entrepreneurship™

Creates marketing, communications, customer engagement, and service strategies to establish a distinct brand in the marketplace. Builds employee commitment to implement strategies resulting in heightened customer loyalty and sales growth.

### a BRAND new you™

Marketing and career strategies to build a personal brand that creates confidence and gets results. Identify your personal style and marketable skills. Learn strategies to improve networking, resume writing, interviewing, and salary negotiations.

### strategies of engagement™

Strategic coaching in emotional intelligence and more. Builds intrapersonal and interpersonal skills, improves employee engagement, corporate communications, customer service, and conflict management.

### about RESULTS™

Market-driven / high-performing teams get superior results. TGA's Strategic Coaching System<sup>40</sup> creates a shared vision, engages key stakeholders in the strategic planning process, and generates enthusiasm toward reaching business objectives.

## free seminars

The best way to experience the power of coaching is by experience

### weathering the storm: managing the winds of change

Despite the current economic conditions, you can weather the storm and manage the winds of change. Discover million dollar corporate strategies that increase the brainpower around an issue, leading to better decisions, greater commitment, and improved results. This 2-hour seminar introduces you to:

- Evaluating the environmental context for business
- Strategic analysis of strengths, weaknesses, opportunities and threats
- Laying a foundation for a creative strategic vision
- Powerful techniques to overcome the barriers to success

### break camp: make the first move

Is there an area in your life that needs your attention? Is there a mountain you have been at for far too long? Research says that even the most successful people have at least one area in their life where they are stuck. Discover the seven mindsets for success. It's time to break camp and move on! This 60 minute seminar helps you:

- SHIFT™ your mindset to success
- Discover the power of strategic planning for your life
- Experience a coaching strategy that will motivate you
- Learn how to work your faith and live your vision

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## partnering with The Greater Advantage, Inc.

Partnership with The Greater Advantage provides a return on investment. We work with individuals and small business owners, as well as, corporate, ministry and organizational leaders. We operate with a spirit of excellence and reciprocity in everything we do. As our name implies, we give our clients the greater advantage.

### client list

American Business Women's Association

Blue Cross Blue Shield of Michigan

Burt & Company Massage Therapy

Daimler Chrysler

Dentamax PPO Dental Network

Express Personnel Services

Fit in the Spirit

General Motors

GlobalHue

Heritage Home Hospice

James Ralph Insurance Agency

State of Michigan

We Remove All Trash

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## getting The Greater Advantage

With TGA you get million dollar corporate strategies for business, ministry, and life. A coach is an effective sounding board for your vision and a partnership that gets results. Clients who work with an experienced professional business or life coach report many benefits. We look forward to sharing the benefits of strategic coaching with you.

### customized coaching strategy

The TGA Strategy Coaching System<sup>40</sup> is a dynamic process. We have the ability to design a customized coaching strategy to meet the specific needs and desired results for your organization.

### personal coaching

Spend an hour with a coach: in person, by phone, or by email. Personal coaching is available one-to-one or in small groups. Contact us directly for scheduling and additional information.

### speaking engagements

Life Coach Kim Bettie and Marketing / Style Coach Sheri Collins are available to speak to your organization. We have a variety of compelling topics suitable for entertaining and educational presentations.

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## contact us

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visit us often at

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