

THE GREATER ADVANTAGE, INC.

market-driven high performance coaching for business and life



Hello! I am life coach, kim bettie

For the past 20 years I have been in the business of encouraging others. Before leaving corporate America, I was an executive coach and senior trainer for GM. I have helped hundreds of people to overcome the barriers to reaching their goals and experiencing lasting change. The lesson I learned while coaching some of the most talented leaders in corporate America today, is that there are two kinds of goals we all must deal with: internal (personal) and external (professional). The internal goals are about how our conduct must change to reach our external goals. I challenge my audiences and clients to develop the mindset to breakthrough their roadblocks. Our mindset for success quiz is designed to indicate **your readiness** for change from the inside out.

did you make a new year's resolution?

About half of American adults make resolutions to change something in their lives at the beginning of the year. 77% of those resolutions are successful for exactly one week. Then, it starts to go downhill beginning the next week. The success rate for New Year's resolutions continues to fall over time:

- 55% after 1 month
- 40% after 6 months
- 19% after 2 years

face the facts

It does not have to be this way. Stare your situation right in the face. You cannot make it out of the wilderness with your eyes closed. A coach asks the right questions to reveal the truth and the potential in your situation. He or she acts as a sounding board or an outside perspective. Your coach is armed with the processes and tools to help you believe what once seemed impossible is possible.

living faith-focused

Gallup survey (2000) reveals that now more than ever people are seeking spiritual growth. The desire for spiritual growth increased 24% over the last four years. 78% of those asked said they feel a need to experience spiritual growth. Faith is the substance of things hoped for, the evidence of things not seen (Hebrews 11:1). I believe at the root of every transformation is faith. Faith is essential to setting and reaching your goals. Therefore, you must work your faith and live your vision. This is the art of living faith-focused.

shift™ 7 mindsets for success

The mindset for success quiz highlights the seven mental attitudes in my life coaching program, SHIFT™ 7 Mindsets for Success. You can transform your life, if you are ready to change. My coaching style is thought provoking and interactive, which helps you feel encouraged, empowered,

and energized for change. I put the experience and the knowledge I gained as an executive coach in corporate America into this extraordinary life coaching program.

SHIFT™ 7 Mindsets for Success will increase your chances of achieving lasting change. This seven step coaching process is built on research-based and experience-tested strategies, which give you the greater advantage for your life. At the core of my program is a behavioral change model, proven to give you the best chance for success. As your life coach, I help you work your faith and navigate through the stages of change to achieve real results.

The program combines two important forces to create change: action and learning. You learn to generate new ideas, expand past comfort zones, and experience lasting change. You are encouraged to immediately put into action what you learn by addressing your most challenging life issue. The action learning shifts your mindset to success and increases the likelihood of executing your game plan. This enables you to breakthrough the roadblocks to success and reach your goals.

My life coaching program incorporates a revolutionary strategic planning process that has been a critical success factor in corporate America. Coaching has been typically reserved for those at the highest levels of an organization. It would be ideal if everyone had access to the benefits of life coaching, which has been proven to increase productivity and effectiveness by over 88%.

my mission

SHIFT™ 7 Mindsets for Success is my passion. It is my mission. The program is based on research and methodologies I find consistent with biblical principles. Although SHIFT™ 7 Mindsets for Success is presented in a way that appeals to anyone, Christians can trust the material is Christ-centered. The seven mental attitudes in my life coaching program are aligned with seven powerful scriptures that when applied to your life develop a mindset for success, and give you the greatest advantage for your life.

Kim Bettie is the Living faith-focused Executive Editor and contributing writer. She is a partner in The Greater Advantage, Inc, a strategic business and life coaching firm.