

# Understanding **CORPORATE COACHING**

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“An investment  
in knowledge  
pays the best  
interest.”

— *Benjamin Franklin*





# Why Corporate Coaching?

Corporate Coaching is designed to attract and retain existing employees.

It ensures longevity by creating future leaders. Whether looking to expand your investments or seeking continuous training, you need to ensure there will be people in your company who are capable of growing your business and inspiring change.

Why implement a corporate coaching program?

- Increases leadership adaptability
- Increases team performance
- Boosts company's reputation
- Improves employee decision making
- Increases personal well-being
- Reduces staff turnover
- Decreases occupational stress

**40%**  
of **POORLY TRAINED**  
employees end  
up **LEAVING** the  
company in the  
**FIRST YEAR.**

Source: Dale Carnegie Training Center.

# What is Corporate Coaching?

Corporate Coaching is mission critical.

Corporate coaching is training employees to be corporate athletes. The challenge is not just about being the best in your industry. It's about having resilient, high performers. The elite workforce manages your risk, protects your business, and builds your precious investments.

“When **we help** employees to **be CREATIVE** and **RESILIENT** today, they will **PERFORM WITH MORE PASSION,** for longer, and **DELIVER BETTER QUALITY WORK** for you tomorrow.”



# How to Create Employee Resilience?

Employee Resilience is Business Resilience.

Resilience is one of the key qualities desired in business leadership today. It is not necessarily mental toughness or handling more pressure. It's not about deflecting or avoiding challenges either, because life and work are full of the unexpected. It is about embracing work challenges, delivering value with excellence, and not excepting anything less. When a business is in a tough situation, leadership wants a plan in order to react better. When an employee faces a tough situation, you want them to be forward thinkers to create a path for your future.

/rə'zilyəns/  
**resilience**

re·sil·ience

noun: the capacity to recover quickly from difficulties; toughness.

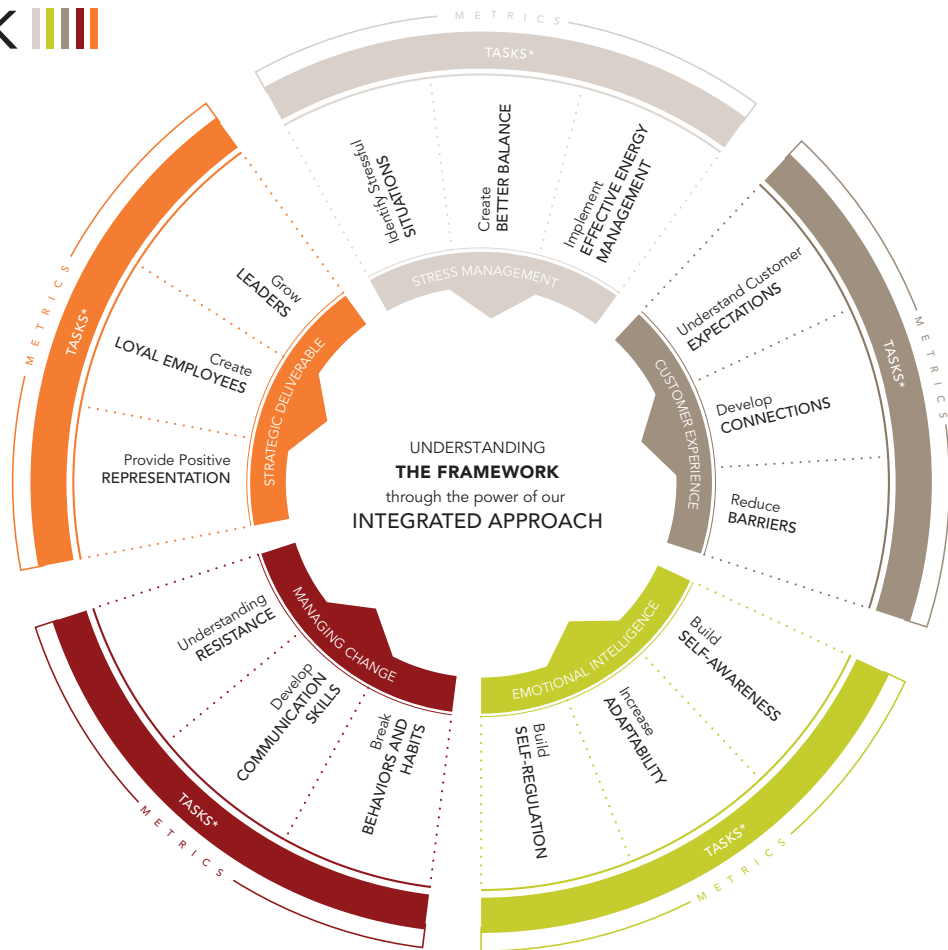
**79%**

of employees say they are **BETTER AT REMAINING CALM** under work related pressure and were **BETTER** able to deal with difficult people **AFTER COMPLETING** a **RESILIENCE TRAINING** program.

Source: American Heart Association, Resilience in the Workplace, 2017.


# The FRAMEWORK

Our framework is delivered through structured workshops or cohort groups that meet regularly. The workshops are customized based on client industry, issues that need to be addressed, and overarching goals.



	STRESS MANAGEMENT	CUSTOMER EXPERIENCE	EMOTIONAL INTELLIGENCE	MANAGING CHANGE	STRATEGIC DELIVERABLE
Strategy	Lives are increasingly stressful and relentlessly linear.  When pushed mentally and emotionally, linearity undermines physical performance. Establish routines that properly manage stress.	Create an environment that delivers excellence to the customers.	Explore the blueprint of how one identifies and manages emotions.  Utilizing emotional information to guide decision-making and interpersonal dynamics.	Create a mentality shift by immersing the employee into new systems and new ways of thinking.	Implement a plan that strategically aligns the employee to the corporate goals.  By concentrating on four distinct areas of skill sets, the employee will evolve to better perform and operate within the company's competitive space.
	Identify Stressful SITUATIONS  Applying tools and tactics to properly release and manage stress.	Understand CUSTOMER EXPECTATIONS  Create systems and processes that make it easier for customers to do business with you.	Build SELF-AWARENESS  Develop the ability to know one's emotions, strengths, and weaknesses in order to make an impact on others.	Understanding RESISTANCE  Learn how change impacts the employee mindset and how they can embrace it to change.	Grow LEADERS  Employees will emerge stronger, more engaged, and more committed than ever. Establish plans to transcend adversity to create a workforce that is dependable and self-motivated.
Methods	Create BETTER BALANCE  Focus on shifting from cause-oriented to response-oriented thinking, which helps to overcome failure and obstacles leading to higher success rates.	Develop CONNECTIONS  Cultivate proper and trusting connections with all parts of your organization.	Increase ADAPTABILITY  Developing skills in concentration and awareness allows one to focus on others. With empathy, this forms the basis for effective interactions and relationships.	Develop COMMUNICATION SKILLS  With refined communication and empathy skills, this forms the basis for effective interactions and relationships.	Create LOYAL EMPLOYEES  Develop a multi-phase plan that outlines the employee's signature strengths. These guidelines create engagement and commitment to the company while building longevity amongst the teams.
	Implement Effective ENERGY MANAGEMENT  Understand how the source of physical stress impacts employee endurance and your bottom line.	Reduce BARRIERS  Identify systematic or organizational barriers to prevent customers from receiving excellent service.	Build SELF-REGULATION  Redirecting disruptive emotions and impulses in order to adapt to changing circumstances.	Break BEHAVIORS AND HABITS  Understand how specific behaviors transform into habits. Recognize triggers and cues that place an individual into automatic mode.	Provide POSITIVE REPRESENTATION  Applying tools and tactics to properly release and manage stress.





Kelly Pettry, CH.t, MCLC — is Owner and Director of The KJ Thomas Group. She specializes in Leadership and Performance Coaching. After pursuing a career in business and marketing her experiences brought her to a desire to help others succeed and lead teams that value the development of performance on every level. She continued her education through the International Medical, Dental, and Hypnotherapy Association in Philadelphia, PA. She became a Certified Master Coach and Hypnotherapist in 2009 and a Reiki Master in 2012. Reiki was brought into her life through her own personal experience and it has brought much attention to the power and understanding of energy in our lives.

Kelly brings a host of experience helping athletes, coaches, executives, business owners and leadership teams at high performance levels. She has worked with many Division 1 athletes as well as current and former NFL and MLB professional athletes, along with many organizations, employees, team members and other wonderful folks who she has been honored to help develop and coach. Kelly utilizes cutting edge coaching, high performance strength and speed systems. Clients are seeing their hard work pay off when it counts the most.

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