

ABOUT TRUE POTENTIAL COACHING



JOE KERIN, founder and principal of True Potential Coaching, recently retired as an Executive Vice President at American Eagle Outfitters. In his 35 years at AE, he led the Store Operations, Supply Chain, and Real Estate divisions, developed the company's first mentoring program, championed community involvement as President of the AE Foundation, and helped grow the company into an international portfolio of lifestyle brands with annual sales exceeding \$3 billion.

*LOFTY GOALS ARE
THE ONLY GOALS
WORTH PURSUING.*

A Duquesne University graduate in psychology and an accomplished public speaker, Joe holds certifications

in MPO personality assessments, Tilt 360 coaching, and Arbinger Institute leadership studies. He now offers his executive expertise and lifelong passion for team building, talent development, and leadership coaching to all who share his vision of and commitment to success: "Lofty goals are the only goals worth pursuing."

Certifications:

ARBINGER

Ngenio

Tilt 360

TRUE POTENTIAL COACHING



TRUE POTENTIAL COACHING, INC.

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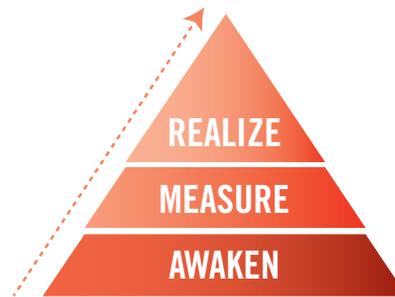
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for a lifetime of leadership

TRUE POTENTIAL COACHING

taps the leadership expertise of a Fortune 500 executive to guide fellow professionals through the strategic advancement of their careers. Whether you're striving to reach lofty goals or working to solve fundamental challenges, True Potential's field-tested solutions, scalable curriculum, and timeless principles equip you with the most powerful tool for authentic transformation—*insight*.



*The True Potential motto defines the spirit of our coaching philosophy and our three-phase development plan: **Awaken. Measure. Realize.***

AWAKEN

Honest conversation reveals the issues and the call to action.

We begin by talking openly, listening attentively, and working toward a comprehensive organizational analysis of your unique situation. In this phase, True Potential acts as a shepherd, gathering critical information about your business operations and ambitions to clarify your core purpose.

MEASURE

Self-awareness is the foundation of insight and change.

Next we administer innovative personality and leadership assessments that accurately detail your proven strengths and developmental needs. In this phase, True Potential acts as a scientist, aligning subjective perceptions and objective benchmarks to deepen self-awareness and focus attention on actionable solutions.

REALIZE

Make your plan, mark your progress, reach your goal.

With a greater understanding of your talents, challenges, and ambitions, we develop a personalized strategy and step-by-step plans for continued achievement. In this phase, True Potential acts as a sherpa, integrating all elements of our collective effort into a clear roadmap and providing the aspirational guidance needed to reach the summit of new success.

TRUE POTENTIAL'S COST-EFFECTIVE SOLUTIONS HAVE A PROVEN TRACK RECORD IN BOTH HIGHLY COMPETITIVE BUSINESS MARKETS AND DIVERSE CORPORATE WORKPLACES.

Your dedicated coach, an experienced Fortune 500 executive, will quickly analyze your specific needs, recommend mission-critical changes, and guide you in effecting the substantive improvements that will determine success.

SOLUTIONS FOR INDIVIDUALS:

- Career analysis, strategies, and development plans
- Personality, leadership, and performance assessments
- Personal mission statements and value alignment
- Corporate navigation and career transition strategies
- Networking opportunities

SOLUTIONS FOR BUSINESSES:

- Leadership coaching and development
- Personality, leadership, and performance assessments
- Organizational guidance
- Team building
- Conflict mediation and resolution
- Mission statements, value alignment, and job descriptions
- Recruiting, hiring, and promotion practices