



---

# **YOU ARE MY MISSION!**

## **COACHING YOU CAN COUNT ON**

---

**Mel Parker**

Executive Coach

PCC, CPC, MP-ELI

President and CEO

Take The Limits Off LLC

(469) 766-5351

[mel.parker@takethelimitsoff.com](mailto:mel.parker@takethelimitsoff.com)

You've achieved significant success in growing your business and advancing your career through your hard work and leveraging your strengths. Now, it's time to push yourself even further.

As an Executive Coach, I'm here to be your accountability partner, cheerleader, supporter, and trusted advisor. Together, we'll clarify your goals and create a vision for aligning your business with your life. I'll challenge you to grow in new and exciting ways, unlocking your full potential and that of your team and business.

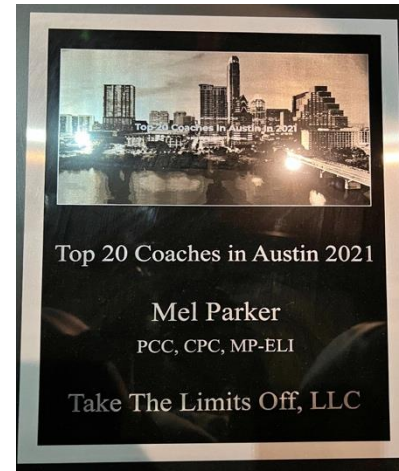
I am committed to being that coach for you, making YOU, my mission.

If you're ready to elevate your leadership and reach new heights, my comprehensive and tailored coaching process will guide you there. You'll experience tangible, measurable results aligned with your specific goals and aspirations. You'll gain access to new processes, best practices, and tools that will continue to benefit you for a lifetime.

Let's embark on this journey together and get to work!

Live Without Limits!

**Mel Parker PCC, CPC, MP-ELI**  
*Executive Coach*



# INTRODUCTION

Mel Parker is a distinguished leader with a rich background in both military and corporate spheres. A graduate of the United States Military Academy, Mel served as a Field Artillery Officer in the esteemed 82nd Airborne Division. Throughout his military career, he honed his skills at prestigious institutions such as Airborne School, Ranger School, Jumpmaster School, and Airborne Operations School, solidifying his expertise and commitment to excellence. As a combat veteran, Mel exemplifies resilience, determination, and strategic thinking.

Transitioning from military service to the corporate arena in 1994, Mel embarked on a remarkable 30+ year journey in corporate America. In pivotal roles such as President/CEO of North America, Managing Director/President of North America, SVP/ GM of North America, VP Sales & Marketing - North America, and VP/GM of US Commercial Business, Mel has left an indelible mark on global organizations such as PepsiCo, Brinks, Dell Technologies, Newell-Rubbermaid, and Corporate Express/Staples. Throughout his career, he has consistently delivered exceptional results, propelling high-performance teams to generate over \$5 Billion in revenue and comprising more than 20,000 team members.

With a passion for leadership development and empowerment, Mel shares his expertise through panels, workshops, and keynote addresses. His areas of focus include Inspirational/Servant Leadership, Organizational Trust, High Performance Teams, Winning Cultures, Transformational and Change Leadership, and Multicultural/Multigenerational Leadership.

Currently serving as President and Chief Executive Officer of Take The Limits Off, LLC, based in Austin, TX, Mel specializes in custom-developed individual and team coaching and development programs. He works tirelessly to unlock the potential of leaders across various industries and at every level, driving organizational success and fostering a culture of excellence.



# THE BENEFITS OF EXECUTIVE COACHING

EC's Improve Performance, Perception and Tenure

Mastery of Essential Next Generation Leadership Skills

- ✓ Emotional Intelligence and Intellectual Curiosity
- ✓ Adaptability and Resiliency
- ✓ Trust Relationships and Sustainable Performance
- ✓ Diversity, Inclusion and Engagement

Executive Coaches Provide Confidential, Independent and Impartial Feedback and Perspective

- ✓ Sounding Board for new Ideas and Concepts
- ✓ Safe harbor to discuss Fears, Concerns, Mistakes
- ✓ Comprehensive Interview Based 360 Process

Provide Advance Professional Development to a Senior Executive that is "On The Job"

Enhance Leader Self Awareness, Gravitas, Executive Presence, Executive Communication and Self-Confidence

Optimize Internal and External Perception of Performance and Results

Enable a Leader to find their Authentic Voice and Style

Understand Perceptions, Beliefs And Assumptions That Shape A Leaders Understanding Of The People They Lead

Understand Negative Behaviors, Triggers, Prevention Best Practices And Recovery Tactics

Break Down Barriers, Share Vulnerabilities And Build Trust With Manager, Direct Reports And Peers

Improve A Leaders Ability To Influence, Inspire And Motivate Their Team

Face Fear – Minimize Its Impact And Breakthrough Performance Barriers



# A TRUSTED COACH AND COMPANION FOR YOUR UNIQUE JOURNEY


- ❖ Top Rated Certified Executive Coach - International Coaching Federation (PCC, CPC and MP-ELI)
- ❖ Executive Coaching Engagements @ Every Level (CEO, C-Suite, EVP, SVP and VP) \*\*\*[References Available](#)\*\*\*
- ❖ Functions Coached - GM, IT, Operations, Sales, Marketing, Finance and Human Resources
- ❖ Industries Coached – IT, Consumer Products, Retail, Sports, Government, Healthcare, Financial Services, Logistics & Transportation, Business Services and Energy
- ❖ Graduate W/ Honors - The United States Military Academy At West Point
- ❖ Combat Veteran with The 82nd Airborne Division Graduate US Army Ranger School And Airborne School
- ❖ +28-year Career Of Corporate Success - PepsiCo, Staples, Newell Rubbermaid, Dell Technologies, Brinks
- ❖ Positions Held - CEO, President Of North America, Global SVP/GM, SVP/GM North America, SVP Global Sales And Marketing, North America Brand Manager, Strategic Account Manager And General Manager
- ❖ Led Business Teams Of Significant Scope And Scale - +\$5B In Annual Revenue And +20K Team Members In Various Regions - North And South America, EMEA(Europe Middle East Africa), India, And Philippines
- ❖ Board Of Directors – V2X (NYSE:V VX), Coinstar (Apollo Global Company) And Team Red, White & Blue





## Mel Parker PCC, CPC, MP-ELI (He/Him)

LinkedIn Top Voice (Leadership, Executive Coaching, Emotional Intelligence) ★ President and CEO ★ Corporate Board Director ★ Executive Coach ★ Public Speaker ★ Leadership Development ★ Servant Leader ★ Culture Whisperer

 Top Leadership Voice

Austin, Texas, United States · [Contact info](#)

[18,709 followers](#) · [500+ connections](#)

# TTLO

TAKE THE LIMITS OFF



Take The Limits Off



United States Military  
Academy at West Point



*"In my life I have found the most powerful impediment to living without limits, is fear. Every time and I mean EVERY single time, I have made a transformative breakthrough in my life, it has been because I stood up face to face, eye to eye, nose to nose with a debilitating fear and had just enough courage to push."*

**-Mel Parker PCC, *The Parker Principles***

### **EDUCATION**

IEMBA, CKGSB - China School of Business - Shanghai, China

IEMBA, SKOLKOVO - Moscow School of Management - Moscow, Russia

IEMBA, India School of Business - Hyderabad, India

BS, Computer Science/Electrical Engineering U.S. Military Academy, West Point, NY

### **PROFESSIONAL CERTIFICATIONS AND ACCREDITATIONS**

International Coaching Federation Accreditation – PCC (Professional Certified Coach)

IPEC Certification– CPC (Certified Professional Coach)

IPEC Certification – MP-ELI (Master Practitioner – Energy Leadership Index)

National Speakers Association - Professional

### **ORGANIZATIONS**

Executive Leadership Council

National Black MBA Association

National Society of Black Engineers

Team Red White and Blue – Veterans

Big Brother/ Big Sister

### **PUBLICATIONS & AWARDS**

Best Selling Author of "The Parker Principles: 10 Leadership Force Multipliers

LinkedIn "*Top Leadership Voice*" Designation and Badge Earned

**Named One of The Top 20 Coaches in Austin in 2021 - #6**

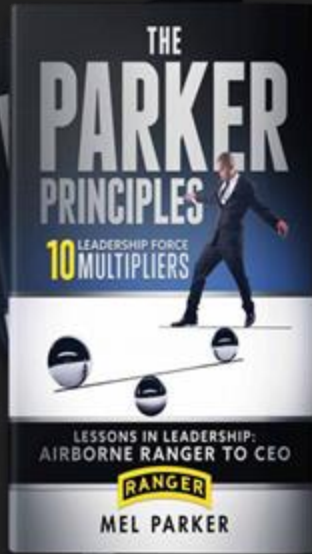
Featured in Black Enterprise, Vetpreneur Magazines

Top 100 Most Influential Blacks in Corporate America in 2012 and 2014

# THE BOOK

## The Parker Principles: 10 Leadership Force Multipliers

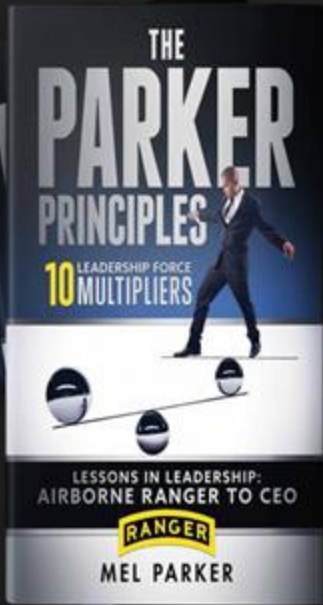
1. Leadership is Learning
2. Build Trust by Leading with Authenticity
3. Courageous Leadership: Dare to Dream and Dare to Fail!
4. Leadership is Relationships: Develop Real Relationships
5. Be a GREAT Listener
6. Own Your Power: No Excuses!
7. Embrace Humility
8. Believe in Something
9. Be Strong, Fit, and Confident
10. Be Enthusiastic and Optimistic





# THE BOOK

## The Parker Principles: 10 Leadership Force Multipliers



First and foremost, let me start by saying that your book is nothing short of remarkable. It serves not just as a guide but as a comprehensive framework for leadership. The concepts and thought processes presented within its pages exceed any leadership book I've read before. The insights you shared have expanded my perspective on how I show up. Currently, I'm in the midst of a journey of self-discovery and career advancement, and your book couldn't have come at a better time. I've started working with the career development coach to refine and define where I currently stand in my life.

As I immerse myself in your teachings, I've come to realize that while I may have thought of myself as a seasoned leader, I'm likely just scratching the surface. I look forward to working with you. In the meantime, I've started the process of identifying my TTLLO-15 and assessing and improving my "CQ" level. I'm committed to undergoing the necessary training to become the best version of myself, both for my own growth and for the benefit of those around me.

I believe the information in your book would make a great research study project. In fact, I jokingly remarked to myself that your training should come with a degree attached to it! Seriously, learning leadership from a West Pointe, Combat Veteran, Ranger turned Corporate Executive holds a dynamic space in the field of academic research.

Purin





# THE BEST EXECUTIVE COACHES HAVE:

## Corporate Experience

An EC's real world experience at this level is critical to understand the pressures, political nuances and complexities to be successful. The right coach must have real understanding of what it is like to succeed in a corporate environment at the highest levels.

## Chemistry

This is really important. Multiple studies have validated that the chemistry and trust relationship between an executive and their coach is one of the most consistent predictors of a successful engagement.

## Confidentiality

This is a reinforcement of the need for absolute trust between the Executive and Coach. Coach MUST steadfastly follow the ICF (International Coaching Federation) Code of Ethics and Coach Client Confidentiality.

## Courage and Empathy

A great executive coach will engage in absolute transparency and be prepared to both challenge and support the executive as needed. The best Coaches are Courageous truth tellers and Empathetic trusted advisors. It is all about the executive.

# 12 MONTH PROCESS EXAMPLE



***Your View***



***OPERATIONAL  
TRUTH***

***360 Feedback View***

***Science View***



# MY MISSION AS A COACH IS TO HELP YOU:

## See Yourself More Clearly

Research has shown that most of us don't see ourselves very clearly and that it matters. Accurate self-awareness in leaders is highly correlated with organizational effectiveness and profitability. Employees prefer to follow leaders who see themselves clearly.

## See Others More Clearly

Skilled coaches work to make their coaching clients independent - we help you apply the same mental skills you learned for seeing yourself more clearly so that you can become more accurate in your assessment of others.

## Build More Productive Relationships

Leaders can dramatically limit their effectiveness by only being willing or able to build strong relationships with certain kinds of people/ And all too often, that means people like themselves - in background, race, gender, beliefs, or work style.

## Leverage Your Existing Strengths

Having an effective and supportive coach can also help you see and leverage strengths that you already have but that you may be underestimating or underutilizing. We will help you see the uniqueness and value of your strengths and to learn how to lean into them in order to use them more effectively for the benefit of the team and the organization.

## Learn New Ways to Respond

We all have a set of capabilities and responses that may serve us well as mid-level employees but that won't help us as more senior leaders

## Achieve What You Want

This is the bottom line for an effective coaching engagement. The right coach can help you get clearer about your goals and dreams and about what you're capable of doing to achieve them. We can also be a powerfully useful support system on your journey. Someone who know you very well and wants the best for you and can teach you new ways of thinking and operating, new skills that will allow you to better reach your goals and create the career you want.



# BUSINESS CERTIFICATIONS



# LICENSES AND CERTIFICATIONS



# FEATURED CLIENTS(1)



 **accenture**

Morgan Stanley

**BCG**



**ECOLAB®**

**KPMG**

**citi**



The New York Times



**UF** UNIVERSITY of  
FLORIDA

**AT Kearney**



 Constellation Brands



*Johnson & Johnson*



# FEATURED CLIENTS(2)



GO BEYOND



WESTFIELD  
INSURANCE

Sharing Knowledge. Building Trust.®




ERNST & YOUNG



# FEATURED CLIENTS(3)







*I found Mel to be keenly interested and aware of my concerns about performance and career. His deep corporate experience allowed him to quickly grasp the team, business and internal political opportunities and barriers to growth. He was able to methodically uncover the “invisible cables” that were holding both my performance and career down. Mel was also adept in exploring and inspiring a wide array of mitigating activities that aligned with my core values and authentic self. “*

**Anthony M**  
**Senior Executive**  
**Fortune 500 / Technology**

*When I came to Mel for “coaching” I was to the point where I would have taken any job, anywhere to get away from the stress I was feeling at work. He helped me to analyze what I really wanted for a career path and gave me the right amount of inspiration mixed with some tough love to help me get where I needed to be. I am so very glad that I chose him out of all the options available!*

**Elisha M**  
**Managing Partner**  
**Big 3 Consulting Firm**

AMAZING! That's the words that come to mind when I think of my executive coaching experience from Mel Parker. When selecting an executive coach there were many names that are advertised throughout the industry and come highly recommended. After carefully researching and interviewing with a few, I chose Mel as he first captivated me by his executive presence.

Mel's track record of being an executive also caught my attention. After hiring Mel as my executive coach, he has been powerful for me and my career! He speaks truth. He seeks to understand, actively listens, and ask questions to ensure he proposes solid feedback for resolution. When it's crunch time, late at night, early in the morning his willingness to assist reflects his authentic personality. You are not a number to him you act as a team! I know my career will continue to SOAR and I'm excited to have Mel alongside me in my journey!

***Tonya Q***  
**Head of Sales**  
**Global Commercial Customers**  
**Fortune 30 / Technology**

Mel's approach to executive coaching is one of a kind. He looks at every challenge through the lens of the talent across the table from him and frames his guidance and coaching in the context of the world you truly live in, not hypotheticals or the world as he has experienced it. Consequently, I have been able to expand and change the lens through which I view the world and see myself and my leadership differently. It is a rare talent to enable others to self-realize their path forward in a safe, empowering space. Both myself and my organization are the tremendously better off after my development journey with Mel.

Five stars for Mel and Take The Limits Off!

**Carol L**  
**Marketing Executive**  
**Head of North America – GTM Performance Marketing**  
**Dell Technologies**

*Mel's strong leadership, knowledge, skills, and disposition were key to his dialogical coaching style and highly effective when pushing my thinking. Over many months, Mel and I engaged in thoughtful but challenging conversations about work situations, my leadership strengths, and ultimately where I still needed to grow. His approach was always highly empathetic, personal, and collaborative, often asking me to reflect on my choices and consider alternative routes. I would readily recommend and seek out Mel for future coaching opportunities*

**Stefani R**  
**Managing Director**  
**Publisher, Print and Digital Content**


*My work with you over the past eight months has been transformational. I have a clearer vision of myself and my potential contribution to my team and the organization. Our work on coaching skills and emotional intelligence have expanded my ability to get significantly more work done through others. As trust within the team has strengthened, I have been able to delegate more tactical work to team members, creating the time needed to be more strategic.*

**Lamar W**  
**Senior Executive**  
**Fortune 1000 /Financial Services**

*As a former US Marine Officer I was immediately drawn to select Mel as my executive coach. His successful leadership career in the military and in the private sector was impressive and I felt that I could easily relate to him. I was not wrong. We immediately clicked during the first phone call. He was very organized and had a plan but was ready to adapt to my needs and goals. From the very beginning he was easy to speak with and we had fantastic in-depth conversations. He is a very astute listener and asks probing and insightful questions to open the dialogue. I loved discussing his leadership challenges and experiences and relating them to mine. He helped me pause and think about my career, my goals, and how to balance these with my priorities in life. At the end of the 6 months, he was more than a mentor and a coach, he became a friend. His energy level, positive mindset, and grounded beliefs/values were inspirational. I would highly recommend Mel as your coach, so you too can become a focused and selfless leader.*

**Keith W  
Executive  
Dell Technologies**





*Mel, I now understand what it means when you say “I am your mission”. You have the unique ability to make me feel that I was not only your most important coaching client in the whole world, but also the only coaching client you have in the world. Working with you is always energizing, comforting, challenging and inspiring all at once.*

**Vivian S**  
**Executive**  
**Fortune 500**  
**Consumer Goods**

*Mel is very comfortable working with successful executives – who have the highest expectations from any trusted advisor. Mel is a great mentor and is committed to helping you achieve whatever goals you set for yourself. You are his Mission! I am beyond thrilled with the results that Mel has helped me to achieve in both my professional career and my personal life.*

**Anna G**  
**Senior Executive**  
**Food and Beverage**