



YOU ARE MY MISSION!

Coach Mel

Executive Coach, Facilitator, Keynote Speaker PCC, CPC, MP-ELI

mel.parker@takethelimitsoff.com

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The Strategic Imperative For Executive Coaching

Leadership Without Limits

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HISTORIC INSTABILITY IS THE NEW NORMAL

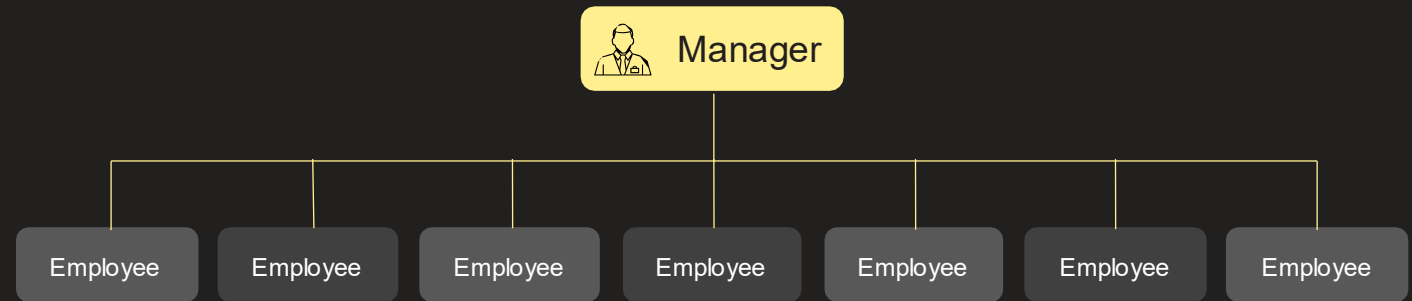


- Global Supply Chain Shocks
- Technological Disruptions
- Economic Whiplash
- Flattening of Organizational Structures.
(The Big Bet)

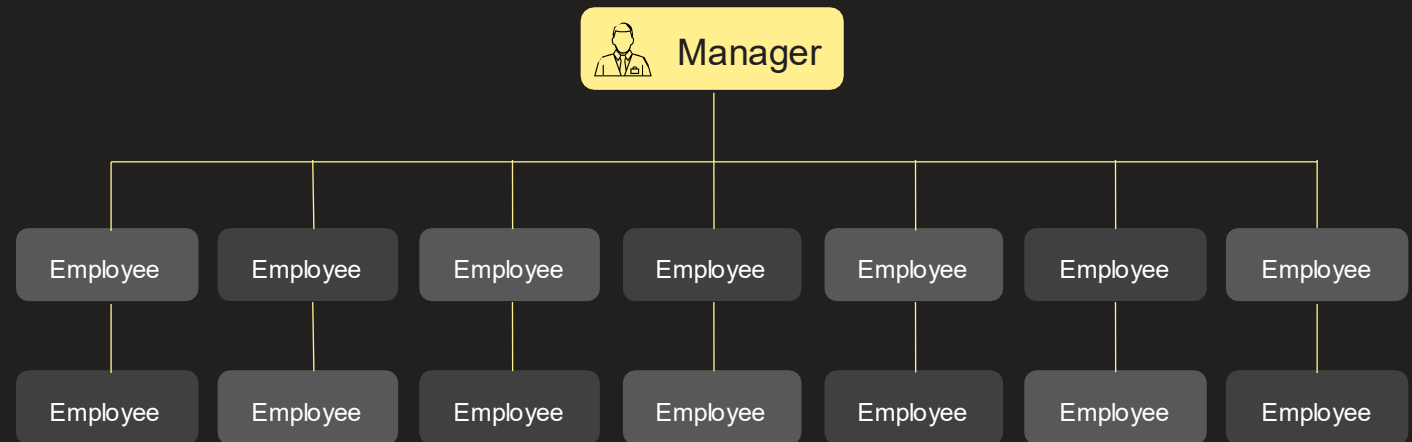
- Span of control shifts from 1:7 to 1:14
- Leaders Are Under Increased Pressure To Deliver
More Results, With Fewer Resources And More
Human Capital Accountability.

Today's Leaders Are Facing A
**Perfect Storm Of Instability
And Accountability.**

Old Model - Narrow Span Of Control 1:7



New Model - Wide Span Of Control 1:14





THE DANGEROUS SNAP REACTION

In The Face Of Economic Pressure And Uncertainty, The Snap Reaction For Many Organizations Is Predictable & Understandable:

- Cut "Non-essential" Investments.
- **Slash Leadership Training, Executive Coaching, And Team Development Programs.**



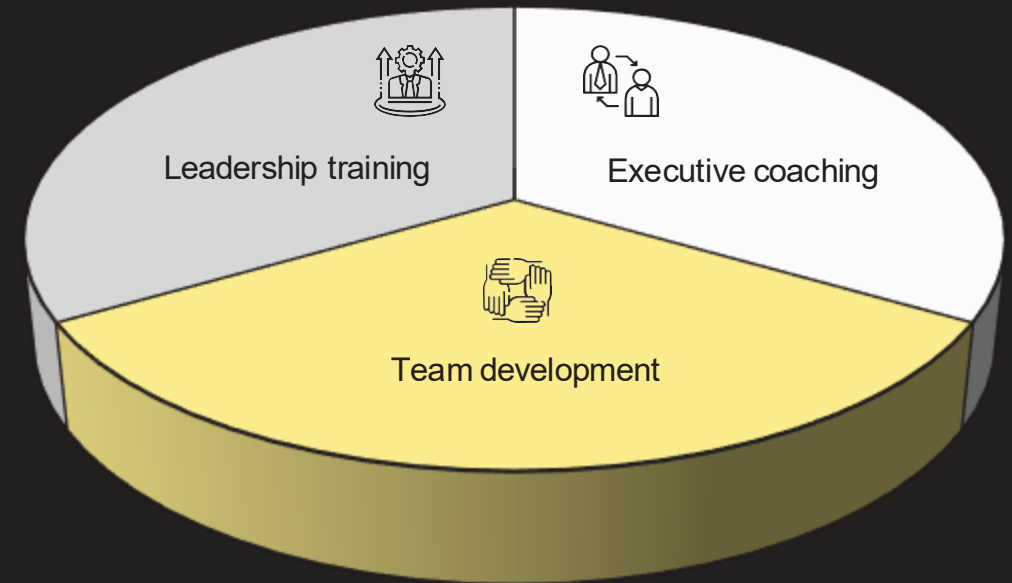
Leadership Training



Executive Coaching



Team Development



- Leadership training
- Executive coaching
- Team development

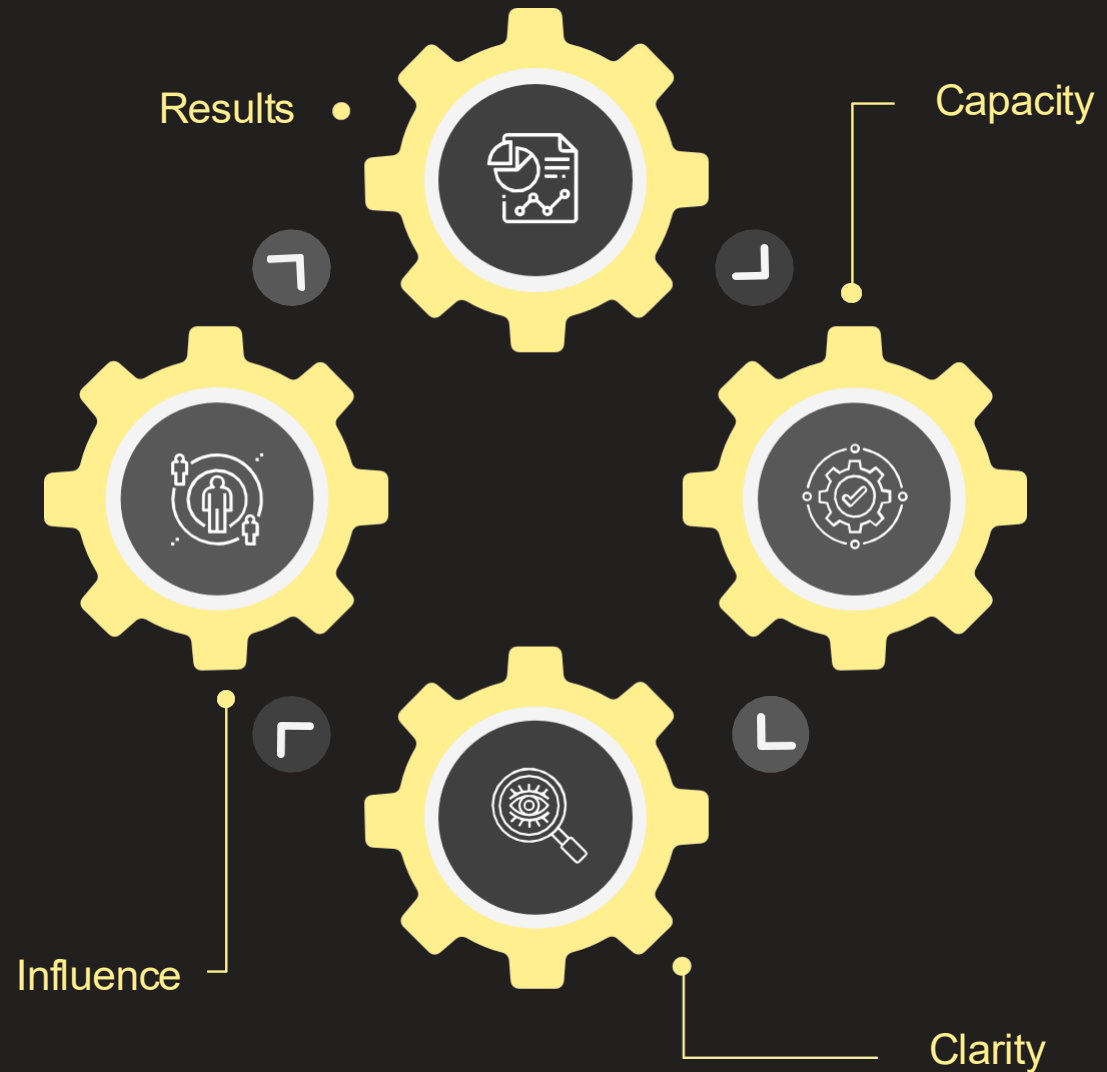
This Lack Of Investment, Weakens The Very Leaders And Teams Needed To Drive Performance.

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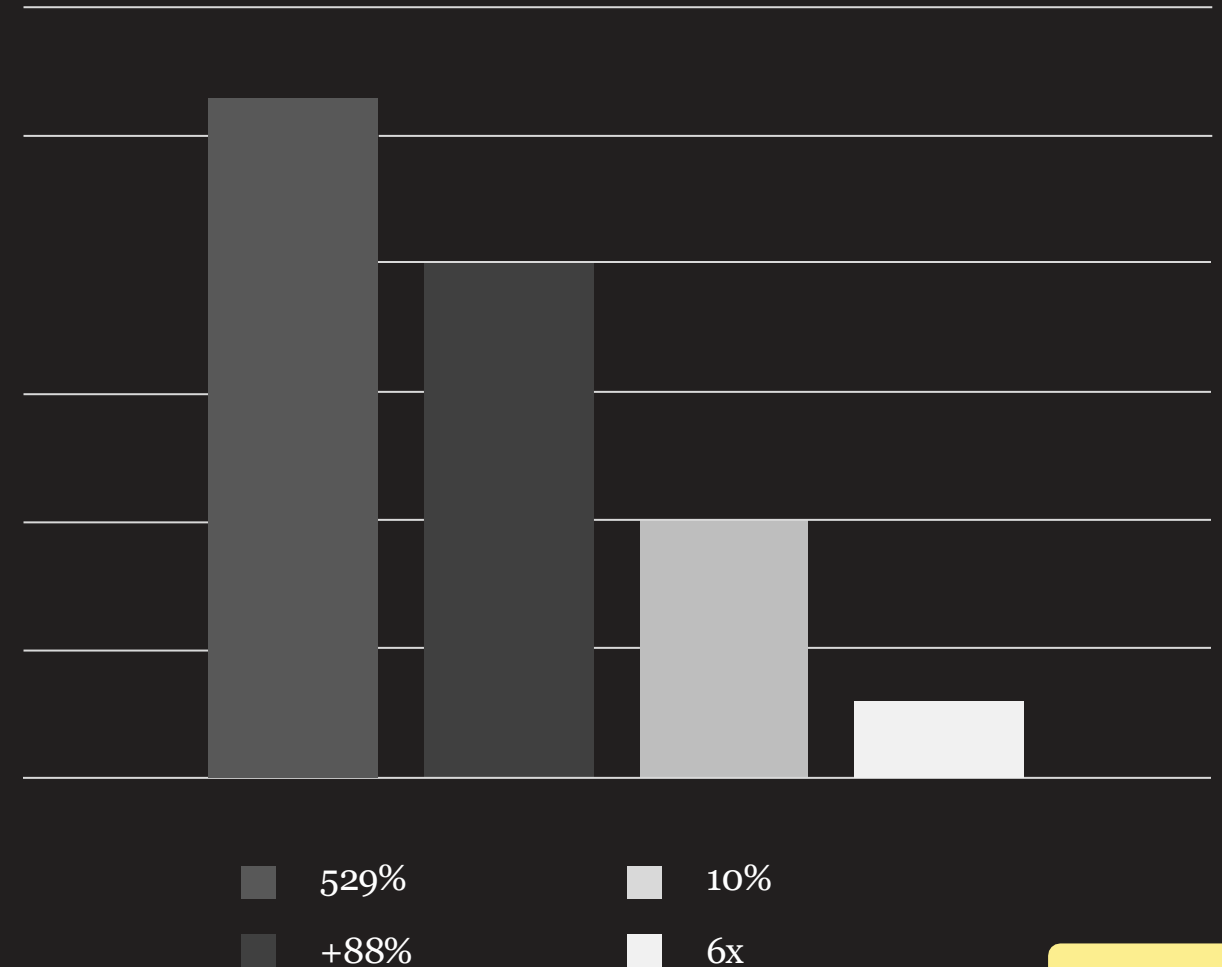
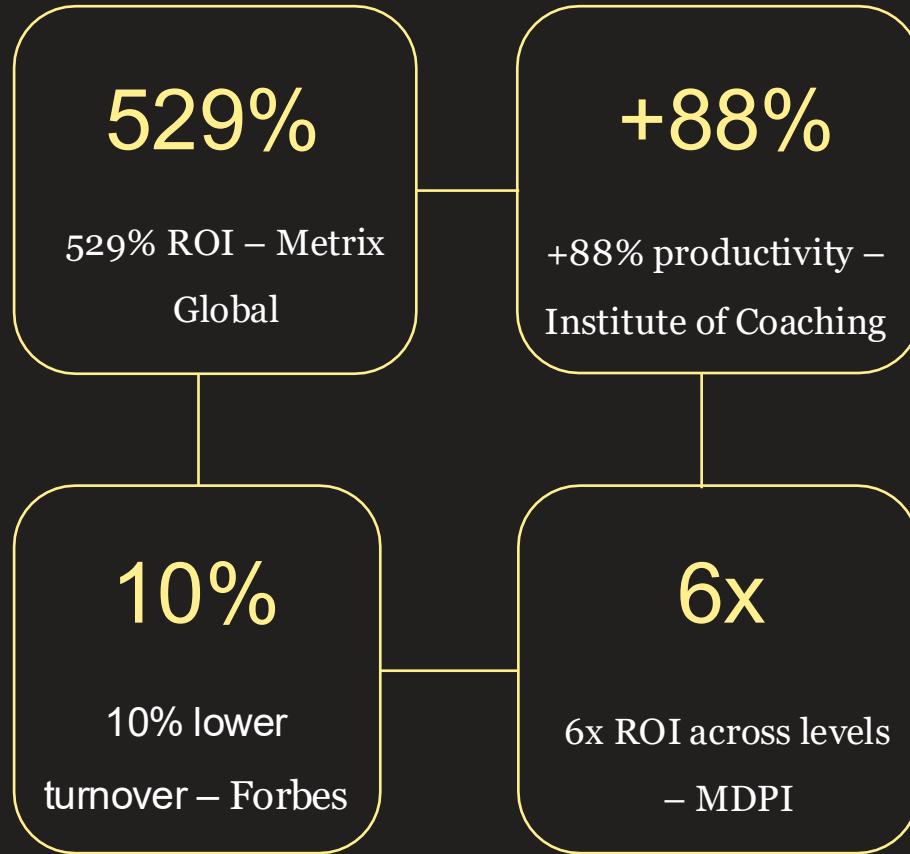
BUT HERE'S THE REALITY: COACHING IS THE CATALYST



- **Executive Coaching** And **Leadership Training** Are Not Luxuries — They Are Force Multipliers.
- Companies That Resist The Urge To Cut And Strategically **Invest In Their Most Valuable Asset** — **Their Leaders** — Emerge Stronger, Faster, And More Resilient Than Their Competition.
- The Companies That Continue To Invest In **Leadership** During Turbulence Consistently:
 - Build Cultures Of **Resilience**.
 - **Retain** And Attract Top Talent.
 - **Innovate** And **Execute** More Effectively.
 - **Accelerate** Growth When Stability Returns.



THE CASE FOR COACHING: ROI – THE NUMBERS



Data Trusted by

Forbes

TED

Harvard
Business
Review

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THE LEADERSHIP CHALLENGE AND STRATEGIC IMPERATIVE



Today's Executives Must:

- Operate Faster, With Greater Clarity And More Strategically Than Ever Before.
- **Influence Without Authority Across Flatter, More Dynamic Structures.**
- Lead With Resilience Through Volatility, Uncertainty And Instability.
- **Develop Teams That Can Adapt, Pivot, And Innovate With Speed.**

Organizations Must Decide:

Cut Leadership Development And Lose Their Edge — Or Double Down On Their Leadership Pipeline And Future-proof Their Success.





THE COACH

COACH MEL

President and Chief Executive Officer | Take The Limits Off, LLC

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COACH MEL PCC, CPC, MP-ELI

LEADERSHIP FORGED IN BOARDROOMS AND BATTLEFIELDS



Leadership Credentials



Top-Tier Executive Coach & Global Keynote Speaker

ICF-Certified (PCC, CPC, MP-ELI) | Trusted advisor to Fortune 500 leaders, founders, and board members worldwide.



Global Executive Leadership

Former CEO, President, and SVP with \$5B+ P&L responsibility across North America, EMEA, South America, India, and Southeast Asia.



Industry Range & Impact

Expertise spans IT, Financial Services, Healthcare, Manufacturing, Government, Energy, Entertainment, Logistics, Food & Beverage, And Retail. — from VP to CEO to Board of Directors.



Elite Military Foundation

West Point Honors Graduate B.S. Computer Science/Electrical Engineering | U.S. Army Ranger & Airborne School | Combat Veteran, 82nd Airborne Division



Corporate Leadership Track Record

Over 30 years with PepsiCo, Staples, Newell Rubbermaid, Dell Technologies, and Brinks — delivering sustainable growth and cultural transformation.

Board-Level Influence

Corporate Board Member

V2X (NYSE: VVX)

Coinstar (Apollo Global Company)

Team Red, White & Blue (Veteran Health)



Mel Parker PCC, CPC, MP-ELI

- President and CEO
- Corporate Board Director
- Executive Coach
- Public Speaker
- Leadership Development
- Servant Leader
- Culture Whisperer

Austin, Texas, United States. **Contact Info**

21,050 Followers **500+ connections**



Take The Limits Off



**United States Military
Academy at West Point**



“In my life, the single greatest barrier to living without limits has been fear. Every time—and I mean every single time—I’ve experienced a breakthrough, it’s because I stood face to face, eye to eye, nose to nose with a fear that once felt bigger than me... and had just enough courage to push through.”

— Coach Mel , PCC, CPC

ORGANIZATIONS

- Public Board Director (NACD)
- Executive Leadership Council
- National Black MBA Association
- National Society of Black Engineers
- Team Red White and Blue – Veterans

EXECUTIVE EDUCATION

- CKGSB - China School of Business - Shanghai
- SKOLKOVO - Moscow School of Management - Moscow, Russia
- India School of Business - Hyderabad, India
- BS, Computer Science/Electrical Engineering U.S. Military Academy, West Point, NY

CERTIFICATIONS AND ACCREDITATIONS

- Top 1% Global Executive Coach - +6,000 paid coaching hours
- International Coaching Federation Accreditation – PCC
- IPEC Certification– CPC (Certified Professional Coach)
- IPEC Certification – MP-ELI (Master Practitioner)
- National Speakers Association – Professional

PUBLICATIONS & AWARDS

- Best Selling Author of ***“The Parker Principles: 10 Leadership Force Multipliers”***
- LinkedIn ***“Top Leadership Voice”*** and ***“Top Executive Coaching Voice”*** Designation and Badge Earned
- Named One of **The Top 20 Coaches in Austin - #6**
- Featured in Black Enterprise, Vetpreneur Magazines
- Top 100 Most Influential Blacks in Corporate America



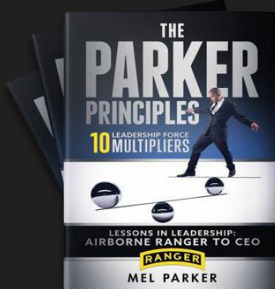
FROM AIRBORNE RANGER TO CEO - A FIELD-TESTED, FRAMEWORK FOR LEADING WITH POWER, PURPOSE, AND PRINCIPLE.



Global Entertainment Company

The Parker Principles is more than a book - it's a force multiplier for any leader serious about impact.

This essential leadership framework delivers actionable principles for professionals at every stage of their journey - from high-potential emerging leaders to seasoned executives navigating complexity.



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These are the commitments every leader must own to multiply their leadership impact and legacy

1. Commit to Lifelong Learning
2. Build Trust Through Authenticity
3. Lead with Courage - Dare to Fail
4. Prioritize Relationships Over Transactions
5. Master the Art of Listening
6. Own Your Power - No Excuses
7. Practice Relentless Humility
8. Lead with Conviction - Believe in Something
9. Strengthen Body, Mind, and Presence
10. Be a Beacon of Enthusiasm and Optimism

The concepts and thought processes in this book exceed any leadership book I've read before.

- CBRE Executive Leader





THE COACHING PROCESS

COACH MEL

President and Chief Executive Officer | Take The Limits Off, LLC

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WHAT EXECUTIVE COACHING UNLOCKS IN HIGH-PERFORMING LEADERS



Executive Coaching Builds

Next-Gen Leadership Mastery: Emotional intelligence, intellectual curiosity, resilience, adaptability, and sustainable performance

Independent Feedback & Candid Perspective: Safe, confidential insights that go beyond internal filters

A Strategic Sounding Board: Challenge ideas, stress-test decisions, and co-create innovation

Courageous Space for Growth: Navigate fear, setbacks, and blind spots without judgment

Executive Presence: Develop gravitas, self-awareness, and refined communication

Executive Coaching Enables Leaders To

Optimize how they're perceived internally and externally

Discover their authentic voice and signature leadership style

Recognize and rewrite outdated assumptions about others

Replace reactive patterns with intentional responses

Build trust across levels by leading with transparency and empathy

Amplify influence, inspire teams, and break through performance barriers

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THE OPTIMUM EXECUTIVE COACH

Corporate Experience

Real-World Wisdom at the Highest Level

Navigating pressure, politics, and complexity

Proven success in senior leadership roles



Chemistry

The Trust Multiplier

Mutual respect and deep connection

Predicts engagement success more than any other factor

Confidentiality

The Sacred Trust

Unshakable trust is non-negotiable

Adheres to ICF Code of Ethics and strict confidentiality



Courage & Empathy

Challenging with Compassion

Truth-teller and trusted advisor

Bold enough to push, empathetic enough to support



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THE THREE POINTS OF VIEW = THE OPERATIONAL TRUTH



Your View

(Self Assessment)

What you believe is happening.



Operational Truth

Where perception, feedback, and
data converge.

360 Feedback View
(Live Interviews)

What others perceive is happening.

Science View

(Hogan Leadership Series)

What assessments and data reveal.

When all three views align, transformation becomes inevitable.

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THE 6 COACHING OUTCOMES THAT DRIVE YOUR TRANSFORMATION



See Yourself More Clearly

Improve self-awareness. Become the kind of leader others willingly follow.



See Others More Clearly

Master relational clarity to lead with greater empathy and accuracy.



Build Stronger Relationships

Expand your leadership influence by connecting across differences.



Leverage Your Strengths

Uncover untapped talents. Use them strategically for greater impact.



Learn New Responses

Shift your leadership habits to operate effectively at the next level.



Achieve What You Want

Clarify your goals. Build the mindset and plan to reach them.

NO LIMITS 12-MONTH EXECUTIVE COACHING JOURNEY

(example only : 6- or 12-month engagements available)



1. Build the Foundation

Chemistry, Rapport, Confidentiality

Define expectations & earn trust.



2. Define the Partnership

Rules of Engagement

Clarify roles, cadence, and commitments.



3. Gather the Data

Insights from Manager + HR

Establish context, challenges, blind spots.



4. Assess with Precision

360 Feedback, Hogan, Baseline Tools

Illuminate the truth behind performance.



5. Align Goals

Personal and Professional Objectives

Create deep ownership of outcomes.



10. Closure & Lift-Off

360 Again + New Strategic Plan

Transition to a sustainable multi-year path.



9. Check-In (Month 6-7)

Evaluate, Recalibrate, Recommit

Course-correct for maximum ROI.



8. Live Coaching

Video, Phone, In-Person

Planned + spontaneous; formal + informal.



7. Strategic Agreement

Coach & Exec Co-Create Action Plan

Prioritize goals, map milestones.



6. Team Integration

Alignment & Development Planning

Ensure systemic support for growth.



Transformation isn't accidental. It's architected.

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FROM AWARENESS TO IMPACT: WHAT HAPPENS OVER 12 MONTHS OF COACHING



Phase 1

Phase 2

Phase 3

Initial 360 Feedback

Strengths Identified: Often Underleveraged

Opportunities Identified: Commonly Include Executive Presence, Clarity, Conciseness, Emotional Regulation, And Trust Gaps

New Leadership Operating System Engaged:

Midpoint Calibration

Increased strategic awareness

Shifting stakeholder perception

Executive builds momentum, skills and muscle memory

Final 360 Feedback

Strength Themes: Expand by 10–15% in comment volume and narrative tone

Opportunity Themes: Decline by 20–35%

Leadership Operating System Finalized: Intentional, self-aware, high-impact

You don't transform what you don't measure — and nothing inspires trust like evidence of growth.

THE ROI OF EXECUTIVE COACHING WITH MEL PARKER



Quantitative Strategic Performance Gains Based on 12-Month Engagements

Coaching Focus Area	Real Quantitative Results	Information Sources That Matter
Executive Presence	+30%	Post-engagement 360 Comment Density
Communication Clarity	+28%	Stakeholder Narrative Analysis
Emotional Intelligence	+25%	Peer/Direct Report Themes
Trust & Authenticity	+22%	Cross-level Stakeholder Input
Inspirational Leadership	+20%	Team/Org Climate Reflections
Resilience & Adaptability	+18%	Stress Handling/Performance Stories

Avg. growth in 15 feedback-based strengths: +12%

Avg. reduction in 10 opportunity-concerns: -27%

This Is Real-World ROI — Not Theory.

Feedback from direct reports, peers, and senior leaders
validates measurable leadership transformation.

LICENSES, CERTIFICATIONS & CREDENTIALS



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FEATURED CLIENTS - (Page 1)



Financial Services/ Banking/Insurance

Morgan Stanley



Allstate



WESTFIELD
INSURANCE

Sharing Knowledge. Building Trust.®

Technology (Hardware & Software)



Microsoft



NetApp
Go further. faster.

ATLASSIAN



Professional Services



ATKearney



ERNST & YOUNG



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FEATURED CLIENTS - (Page 2)



Healthcare & Pharmaceuticals

Johnson & Johnson



*Region North America is comprised of LEO Pharma's U.S. and Canadian affiliates

McKESSON
Empowering Healthcare

Smith+Nephew

AVANTOR
PERFORMANCE MATERIALS

Sports & Athletics



Retail & E-Commerce

Walmart

Chemicals and Environmental

ECOLAB

Electrical & Energy Management

EAT•N
Powering Business Worldwide

Entertainment & Media



UNIVERSAL MUSIC

The New York Times

ep ENTERTAINMENT PARTNERS



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FEATURED CLIENTS - (Page 3)



Aerospace & Defense



GO BEYOND

Food & Beverage



Constellation Brands

Legal Services

COVINGTON
COVINGTON & BURLING LLP

Katten

Commercial Real Estate & Services

CBRE



STRUCTURETONE

Higher Education

UF UNIVERSITY of
FLORIDA

Agriculture & Industrial Machinery



JOHN DEERE

Transportation & Logistics

BRINKS



Radial
a bpost company



Government Services





VOICE OF THE CLIENT

EXECUTIVE COACHING LEADERS TRANSFORMED

Coach Mel

PCC, CPC, MP-ELI

| Take The Limits Off, LLC

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WHY COACH MEL IS THE EXECUTIVE COACH OF CHOICE

Healthcare Tech Company

Mel didn't just help me refine my leadership - he rebuilt it from the ground up.

I lead with purpose now, not pressure.

SVP, Global Talent Strategy

Global Pharmaceutical Company

The impact of his coaching didn't stop with me.

My team is stronger. My peers are inspired. My results are undeniable.

VP, Commercial Strategy- NA

Investment Banking Firm

He helped me turn burnout into brilliance.

My team sees it. My board sees it. I see it.

Managing Director, Compliance

Aerospace & Defense Corporation

Mel blends Ranger grit with C-suite polish - and that's exactly what I needed to lead with both courage and clarity.

EVP, Operations & Logistics APAC



WHY COACH MEL IS THE EXECUTIVE COACH OF CHOICE

Fortune 100 Tech Company

No one else could have helped me unlock the invisible barriers holding me back.

Mel saw them before I did.

Head of Marketing

Multinational Food & Beverage Enterprise

When Mel says you are his mission - believe him.

He coaches with soul, strategy, and steel.

CHRO, AMERICAS

Energy & Utilities Company

Mel's ability to simplify complexity and challenge complacency is unmatched. I left every session sharper, more centered and more impactful.

General Manager, Hydro Solutions

Digital Media & Entertainment Company

He pushed me to be honest with myself, then helped me build a new leadership operating system rooted in truth and accountability.

CMO, Strategic, Federal & Public



WHY COACH MEL IS THE EXECUTIVE COACH OF CHOICE

Global Retail Chain

My leadership lens is forever changed.

He didn't give me answers - he made me brave enough to find my own.

VP, Talent & Culture

Medical Devices Company

I came to him looking for clarity.

What I gained was confidence, conviction, and a career breakthrough.

SVP, Innovation, & Product Development

Higher Ed Institution

As a former military leader, I thought I'd seen strong leadership.

Then I worked with Mel and found a whole new level.

Executive Director, Veteran Transition Programs

National Defense Contractor

Mel got me to say the hard things, do the brave things, and lead the necessary things.

My board noticed.

EVP, Government Relations



QR CODE & RESOURCE DROP

You don't have to do this alone. I've built tools, stories, and systems to multiply this moment.

LinkedIn



Mel LinkedIn

TTLO YouTube Channel



TTLO YouTube

Take The Limits Off Website



Visit Website

**Signed Copy
The Parker Principles**



Amazon Book

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TTLO
TAKE THE LIMITS OFF

When Chaos, Volatility & Uncertainty
Rises, Leadership Is The Ultimate
Competitive Advantage

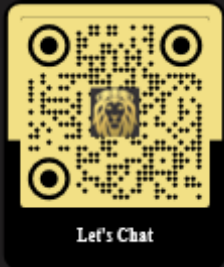
In Times Of Turbulence, It's Not The
Biggest Or Fastest Companies That
Win. It's The Ones With The Strongest,
Most Adaptable Leaders.

Leadership Is Not A Cost. It's Your Most Valuable Asset.

[Mel Parker 30 Minute Calendar Link](#)

Coach Mel

30 Minute Calendar Link



✉ mel.parker@takethelimitsoff.com

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