



## **Reach360 Secures National Experts for Business Growth & Management Training**

*Reach360 Strikes Partnership with The Coaching Authority and Gazelles Growth Institute for Membership Discounts*

**Elkhart, IN** – Reach360, one of Indiana’s top HR & Bookkeeping Outsourcing firms announced today it has forged a partnership with [The Coaching Authority](#) and the leading online executive education company, [Gazelles Growth Institute](#) (GGI), that will allow chamber members to purchase GGI's *All-Inclusive Professional Development Program* at a 20 percent discounted price. The program provides online training from the worlds top experts in business management and growth strategies supported by coaching.

"Ultimately, we want to help communities and local job growth by helping companies become and stay competitive." – Patrick Frazier, Founder and CEO of The Coaching Authority.

Known as Michiana’s area hub for businesses, ranging from small companies to multi-national firms, Reach360, key mission is to provide back office Human Resource and Bookkeeping solutions to businesses.

Reach360’s full service back office allows business owners and executives to focus on core business processes and strategies while having piece of mind that their back office function in Human Resources and Bookkeeping are taken care of. Benefits of Reach360’s service include that following:

1. Lower SG & A Costs
2. Compliance & Controls in Operation
3. Gain Experience / Diverse Team
4. Eliminate Waste / Implement lean office practices
5. Preserve Business Intellectual property

“We at GGI are quite excited about the opportunity to join forces with Reach360 to help the local business community continue to thrive and grow,” states Juan Gonzalez, co-founder and CFO at GGI. “This new partnership will offer a Fortune 500-like executive education to thousands of small and medium-sized businesses, allowing them to learn tangible new strategies that will enhance business growth and give them a competitive edge.”

“This collaboration will help local companies generate a new revenue stream and enhance the value of their membership,” states Gonzalez. “Ultimately, we also want to help communities and local job growth by helping companies everywhere become and stay competitive.”

The [All-Inclusive Professional Development Membership Program](#) features a powerful combination of

60+ e-courses in key business subjects, an organizational health checkup, as well as personalized consulting developed from cutting-edge thought leaders such as Malcolm Gladwell, Seth Godin, Pat Lencioni, Marshall Goldsmith, Tony Hsieh, Chet Holmes, Geoff Smart, and Brad Feld.

Courses are structured in a hybrid-educational approach consisting of theory, practice and guided implementation by certified coaches in an easy-to-implement format. Video instruction from respected authors, researchers and experts is offered online along with support from certified coaches to assure practice and guided implementation of the principles of the instruction.

GGI's faculty helps companies find real-world business solutions, utilizing professional research to create relevant content to address business challenges. Gazelle Growth Institute's online seminars focus on crucial subjects such as sales, growth strategies, start-ups, change management, customer loyalty, execution, human resources, innovation, management, marketing, negotiation, organizational management, and pricing strategies.

For companies who are unsure of where to begin, the [\*All-Inclusive Professional Development Membership Program\*](#) includes a free [\*4D Assessment\*](#) to analyze the unique needs of your organization. The assessment focuses on 4 important decisions you must get right - People, Strategy, Execution and Sales - or risk leaving significant revenues, profits and time on the table. By the end of the assessment, you'll know where to focus your training efforts. With those metrics as benchmarks, teams can move forward in working together and learning together to improve results.

For clients of Reach360 and/or The Coaching Authority, an individual member can have unlimited access to 60+ seminars for an annual fee of \$640 (valued at \$800). For your team, you can get access for up to 8 users from the same company for an annual fee of \$1200 (valued at \$1500), and up to 20 employees from the same company can have unlimited access to the whole library for \$2,400 (valued at \$3,000). Gazelles Growth Institute is also adding new courses every month, with the objective of reaching 80 courses by the end of the year. Members will have automatic access to these new courses as they are created.

To learn more about the *All-Inclusive Professional Development Membership Program*, or how to partner with The Coaching Authority and/or Gazelles Growth Institute, please email: [Patrick.S.Frazier@gmail.com](mailto:Patrick.S.Frazier@gmail.com) or [jackie@growthinstitute.com](mailto:jackie@growthinstitute.com) or call 1-574-286-1123 or 1-800-975-5108.

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## **About Gazelles Growth Institute**

[Gazelles Growth Institute](#) (GGI) is an online, executive education company serving a community of lifelong learners in more than 15 countries worldwide. It was founded by Verne Harnish and Daniel Marcos to offer effective, accessible training that strengthens a company's ability to outlearn its competitors and gain an advantage in the marketplace. Gazelles Growth Institute assists C-level executives in adopting business strategies to grow their companies faster. The business principles from acclaimed, thought leaders are taught through a hybrid-learning process that incorporates theory, practice and guided implementation. Certified coaches assist companies in customizing and applying the business principles to the priorities and daily activities of their particular company.

Quite simply, Gazelles Growth Institute makes it easier and more affordable for busy executives to learn and apply new techniques and methodologies that will positively impact their business.

## **About Reach360**

Reach360 is dedicated to serving the needs of Businesses and the Community. Located in Northern Indiana, Reach360 is recognized as a top business process outsourcing firm in the Human Resource and Bookkeeping arena. Reach360 supports businesses ranging from 1 – 500 employees and is a fit for clients experiencing sudden or planned staffing changes, on a growth trend and wanting to scale people and expenses.

## **About The Coaching Authority**

[The Coaching Authority](http://coachingauthority.net/) is located in Granger, Indiana and is a world-class leader in the areas of business and management consulting, business coaching and training, youth leadership, and leadership development. Founded by Patrick Frazier, the company is dedicated to helping organizations and individuals manage strategic change, innovation, cultural transition, and goal achievement. For more information visit: <http://coachingauthority.net/>.

## ***Juan Gonzalez, CFO & Co-Founder at the Gazelles Growth Institute***

As a consultant, International Business Coach and entrepreneur, Juan brings over fifteen years of international executive experience to the Growth Institute. He successfully spearheaded financial initiatives at MAS Capital, Miplan.com, ADC Austin, Blast Energy and Neoris/CEMEX, just to name a few. Time and time again he has proven his ability to improve operations, impact business growth and maximize cash flow through financial management, cost controls, internal controls and efficiency improvements. Juan holds an MBA from Texas A&M, an engineering degree from Monterrey TEC, and studied at Harvard University. He thrives on financial strategy, investing, learning and soccer.

## **Patrick Frazier, Founder and CEO of The Coaching Authority**

As Founder and CEO of The Coaching Authority, Patrick Frazier brings over 25 years of experience in project leadership, process development, and management. Patrick had a successful management and process development run in both Information Technology and Operations for Citigroup Inc, as Senior Project Manager and Vice President Statement Processing. He was also Director of System Development and Project Manager for Associates Financial Services. Since 2005, Patrick has helped over 75 companies, and nearly 1000 individual leaders get results and advance their success journey.

Patrick is a certified Total Quality Facilitator, Adventures in Attitude Facilitator, and Six Sigma Yellow Belt. He is certified in Rising Stars and ADVanced Insights. Patrick is an associate coach with Gazelle International. He has a BS in Computer Science from Missouri Western State College.

Patrick also has experience in Youth and Nonprofit arenas, such as his past involvement with College Success Collation, Upward Basketball, as Michiana Director, and the Hope Rescue Mission, as Volunteer Benefit Organizer.

## ***Verne Harnish, Co-Founder and Principal at the Gazelles Growth Institute***

Named by FORTUNE Small Business magazine as one of the "Top 10 Minds in Small Business," entrepreneur, author and FORTUNE magazine columnist, Verne Harnish, is a highly sought management consultant, specializing in leadership, strategic planning and business growth. His book, "Mastering the Rockefeller Habits: What You Must Do to Increase the Value of Your Fast-Growth Firm" has been translated into Spanish, Chinese, Japanese and Korean. Verne is also the founder of EO, the Entrepreneurs Organization (<http://www.eonetwork.org/>), and the CEO of Gazelles Inc.