

12J-412



# Office of the Minnesota Secretary of State

## Minnesota Public Benefit Corporation / Annual Benefit Report

Minnesota Statutes, Chapter 304A



Read the instructions before completing this form

Must be filed by March 31

Filing Fee: \$55 for expedited service in-person and online filings, \$35 if submitted by mail

The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.

Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301

1. Corporate Name: (Required) Beyond Boardroom Doors, SBC.
2. The public benefit corporation's board of directors has reviewed and approved this report.
3. Enter the information of your public benefit corporation's specific or general benefit, with regard to the period covered by this report as required by 304A. 201 subd. 2 or 3 in the field below (see instructions for further information): Note: Use additional sheets if needed. (Required)

To provide mission based, holistic leadership development to leaders of businesses to solve urgent environmental, social and economic problems.

4. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

Joy Pecehia  
Signature of Public Benefit Corporation's Chief Executive Officer

3/18/16  
Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

### Email Address for Official Notices

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:

Joy@beyondbbd.com

Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime phone number of a person who can be contacted about this form:

Joy Pecehia      952.471.2567  
Contact Name      Phone Number

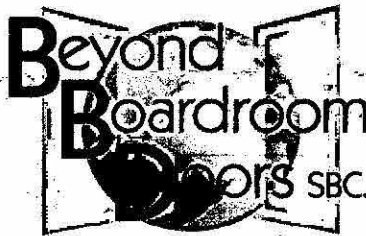
Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?

Yes  No

Print      Reset

First Annual Benefit Report  
of  
Beyond Boardroom Doors, SBC.  
a Minnesota [Specific] Public Benefit Corporation



*Navigating leaders  
through constant change*

March 18, 2016

## History of Beyond Boardroom Doors, SBC. (BBD)

- **Incorporation date:** September, 2002
- **Founder:** Joy Pecchia
- **Narrative of how the concept came about:**

Joy Pecchia, Founder of BBD, was fast tracking it up the corporate ladder when she realized she was on the wrong ladder! In the 1990's Joy began working with a Corporate Coach and was amazed at the benefits the employees received from Joy's 'practice' coaching in addition to her GM role. Joy began training in human potential and in 2002 and she exited the corporate world and launched Beyond Boardroom Doors.

It had been Joy's corporate experience that many conversations in the Boardroom go well beyond the specifics of the business and include more of an organic viewpoint, from boardroom based strategies and discussions into the purpose and passions of life and how they view the world.

As she worked with her growing client base, the dynamics changed. The emphasis shifted from strictly Executive Coaching to also include Social Leadership Coaching — where she created a '**Speed-to-Advancement™**' system that strategically positions clients to have a purposeful impact in their life, their community and our world. This powerful brand of coaching allows Joy to run a deeply satisfying practice and affect the lives in and around her clients in profound ways.

*Our mission is not a small one. At BBD, we seek to build the leaders we urgently need for the future of our nation, world and planet. We are helping advance leaders who are ready to take on change as an opportunity and social challenges as a platform for progress. —Joy Pecchia, Founder and CEO*

- **Any other information that might connect the reader to your company:**

Ushering in a new era of business and social change for Minnesota, **Beyond Boardroom Doors, SBC™. (BBD)** has reopened its doors to executive leaders, business owners, and entrepreneurs. BBD is a business-for-business executive, leadership coaching, development and consulting firm that recognizes the continual change and critical acceleration of the social, environmental and economic issues facing today's leaders.

BBD represents more than 30 years of combined coaching and executive leadership expertise. Founder and CEO of BBD, Joy Pecchia recognized the challenges facing

leaders and saw an opportunity to make an impact. The goal was to take leadership coaching Beyond Boardroom Doors to prepare leaders to navigate ongoing change while connecting with the passion and purpose that drives them, to help lead authentically, boldly and effectively.

Although BBD services are tailored to the unique needs of each of their executive, leader and social entrepreneur, their **proprietary services** include:

- Mission-based leadership systems
- Strategic, cultural and sustainability consulting
- Programs, events and retreats

At BBD, we're sure you agree that having the business process, systems or technical knowledge specific to your industry is important—yet it's not enough to guarantee your continued growth and success. As a leader, you must also have the professional skills to transfer your extensive knowledge and experience to others. BBD provides the leadership systems to communicate well, problem-solve, interact with your clients successfully, resolve conflicts, and build and work in team environments.

A Public Benefit Corporation or Social Enterprise is an organization that applies commercial strategies to maximize improvements in human and environmental well-being. Minnesota joins 29 states that have signed into law The Public Benefit Corporation Act that provides businesses with the opportunity to incorporate and operate as a business focused on maximizing their social impact and profits.

Though headquartered in Minneapolis, Minnesota, Joy, partners with leaders from all walks of life across the US and globally.

#### **ABOUT BEYOND BOARDROOM DOORS, SBC.**

Based in Minneapolis, Minnesota, Beyond Boardroom Doors, SBC. (BBD) is a mission-based leadership development firm with over 30 years of experience in helping the world's top leaders successfully navigate continual change and lead from the heart. With a specific focus on mission-based leadership systems, BBD offers business strategy and process consulting, leadership and executive coaching, team training programs, and learning programs and retreats. Visit [www.beyondbbd.com](http://www.beyondbbd.com).

## **Key Management**

- **Describe the background, experience, and role of key manager of the company;**

Since 2002, **Joy Pecchia** has been the Founder and CEO of Beyond Boardroom Doors™ (BBD), creator of the 'Speed-to-Advancement™' (STA) Training System, and author and facilitator of BBD LIFT events targeting executives, entrepreneurs and business leaders. After a successful career as a corporate executive, Joy was inspired to give to others in a more expansive way through coaching, and became one of 30 Board Certified Coaches (BCC) in Minnesota. In addition, Joy received master certifications from Coaches Training Institute, META Institute and Robbins Research Intl (RRI). Joy has recognized a need to help prepare business leaders to navigate on-going change and in 2015 relaunched BBD as a Public Benefit Corporation to offer mission-based leadership development to leaders who are challenging the status quo. Joy was inspired to recreate BBD because of a deeply held belief in a bright future co-created with authentic bold leaders.

Joy's experience in consulting and coaching for more than 30 years instilled in her knowledge that leaders need the self-understanding, mindfulness, inner balance, new skill sets and tools to lead their teams to success in a time of constant instability. At the same time, she saw that leaders must answer the call to meaningfully contribute to finding solutions to the issues that are crippling our culture. Joy repositioned BBD as a platform to share her proven leadership, strategy, and coaching methods and tools to focus specifically on strategic, cultural, and sustainability consulting, development programs and events for executives and leaders.

Joy created the NEW BBD with a dual mandate: strengthen the core BBD business while driving new innovation through leadership that understands and appreciates the biodiversity and ecosystem of individuals, teams, leaders, companies, organizations, communities and the planet. She developed BBD with a mission-centric core: providing leadership to concerned and passionate leaders who want to improve the balance of the planet, and who strive for balance in life, work and the way business is done.

Joy built her business strategy with global aspirations; planet, humanity and sustainability are global issues, and a lofty ambition; make sure BBD's services, leadership, consulting services and programs reach authentic and bold leaders who are ready to lead their companies and communities into a new way of leading, working and living. On January 2, 2015, Joy pioneered change when BBD became one of Minnesota's first registered Public Benefit Corporations.

Joy is now focusing her expertise and energies on creating social change at its greatest impact point – within our most influential leaders. By targeting this critical demographic for social impact, Joy is stimulating a new way of thinking and the expectation that leaders will use their influence, while providing the training and consulting needed to help leaders be the catalysts for social change. Joy continually meets leaders where they are and coaches them into the best influencers they can be, always with a focus on driving social impact.

Previous to BBD, Joy brought more than 20 years of management experience to the table, running a startup music business, a video production company, and even a toy manufacturer. Just as important is her unique perspective on management, stemming from sources like coaching and holistic philosophies. Despite the apparent contrast, she has found this mix allows her to provide effective support and coaching to leaders – enhancing efficiency and ensuring everyone reaches their full potential.

*Advanced Education and Background:*

- Accounting Degree, Globe Business College, Minneapolis, MN
- CoActive Coach, Coaches Training Institute, San Raphael, CA
- Certified Master NLP Practitioner
- Certified Hypnotherapist
- Certified Therapeutic Coach and Reiki Master Teacher, Meta Institute, Minneapolis, MN
- Certified Healing Touch Practitioner, Healing Touch International, Denver, CO
- Reiki Master Teacher
- Entrepreneur/Business owner since 2002

Joy lives life as fully as possible by biking, sailing, snorkeling, skiing, snowshoeing, sailboat racing, kayaking, boating, jetskiing and rollerblading. She also enjoys relaxing in the hammock (balance, you know!), is an avid reader and enthusiastic learner. She enjoys travel to warm ocean climates, and works virtually from a warm, sunny climate by the ocean where she also incorporates Leadership Retreats and LeaderSHIP Journeys - her 'sailboat coaching' passion ~ sailing is such a great metaphor for how to live your life!

She is the mom of three incredible children, two sons and one daughter who have relocated across the country and are enjoying their young adult lives.

**With regard to the period covered by this report, January 2, 2015 to December 31, 2015, Beyond Boardroom Doors pursued the specific benefit purpose stated in its articles of incorporation:**

*To provide mission-based, holistic leadership development to leaders of businesses to solve urgent environmental, social and economic problems.*

**in the following ways.**

- **How was the product, service or innovation creative?**

The leadership team of BBD has always focused on how their impact could be amplified for public benefit. In today's times, it became apparent that BBD utilize its expertises to make a bigger difference by going 'beyond the personal or organizational bottom line' and 'forward into thoughtful community solutions'

- **What impact did it have on its users?**

BBD's rebranding has touched each and every aspect of their business. The greatest example of this can be seen in the delivery of a social benefit strategy and an outward focus to BBD's clients. BBD trained leaders are provided with an example of how to rise to meet the public benefit challenges they are now facing.

- **What impact did it have on the organization that created or implemented it?**

BBD rebranded itself with a new logo, website, marketing, etc. It changed it's legal status to a SBC – Specific Benefit Corporation with specific fiduciary responsibilities to the State of MN.

BBD is now focused solely on mission-based leadership development tools that go beyond day-to-day life and/or business. BBD's prospects and clients are looking for the fulfillment they only receive when they are learning and making a contribution beyond life as they currently experience it. Achieving goals is important, and the level of fulfillment they are looking for is only achieved by going outside of themselves.

- **What impact did it have on the industry?**

BBD's efforts to spearhead social enterprise in business strategy development and executive leadership development serve as an example to other leadership consultants and the next generation of business leader to focus on issues which are critical to our community. This change in focus in executive leadership development ensures that future business leaders will have the skills, perspective, and established habit of generating positive social impact through the companies they lead.

- **How is it successful?**

BBD successfully achieved Public Benefit Corporation status on January 2, 2015 and executed a fully brand repositioning to align with their new direction. Their media campaign served to announce their strategy to the Minnesota business community and the Public Benefit movement. Across each area of their business examples of the tremendous efforts of the BBD team can be seen. The content of their seminars, LIFT events, LeaderSnip blog, beyondbbd.com, social media, their engagement with the clients, and strategy execution demonstrates their social benefit focus.



**The following is a description of how we believe we succeeded in achieving the goals of our specific benefit purpose.**

- **Describe in detail the outcomes, with statistics and outcomes, where possible;**

**Industries served:**

Hospitality

Healthcare

Financial Institutions

Social Entrepreneurship

College Students

Digital Marketing

Medical Products

Electrical Cooperative

Technology

Consulting Organizations

City Offices

LIFT Events for Leaders

**Pro Bono:**

Leadership support for business college students

Various Mentoring Programs

Presentations and workshops

**Positive Results:**

- Created a positive social and environmental impact through business by changing their mentality from a 'nice to have' to a 'must have'.
- Companies responded to the PBC philosophy in different ways: offered sabbaticals and leaves of absence that allowed employees to help at nonprofits and social enterprises, and dramatically increased pro bono and skill-based volunteering opportunities.
- The concept of seeking to maximize financial, social, and environmental impacts has gained traction among 40% of BBD client base.
- Has provided more opportunities for purpose-driven professionals to pursue personal passions while working within their corporate environment.
- Millennials found that working within a PBC environment elicited passion and helped them pursue professional, personal, and social goals simultaneously.
- Workforces are more engaged with supported social impact programs and shared-value activities.

- Employees made more conscious decisions about their personal motivation and productivity on a daily basis.
- Companies recognized the skill-building and leadership development opportunities provided by social initiatives that went well beyond loyalty and engagement.
- Metrics from participating employees surveys after six months' of leadership development, had a 21% faster promotion rate and a 41% higher retention rate than previous surveys.
- Increase in mindfulness programs supported by corporations for their employees.
- Age of employees who are most interested in PBC and what it stands for are mid 40's to mid 60's.
- HR departments spent time thinking about the values and purposes that fit into their company, and created processes that resulted in better hiring decisions by hiring people with a shared sense of purpose.
- PBC mentality doesn't necessarily happen quickly. It takes a committed group of employees who are willing to make a series of choices and take actions that help to overcome challenges of their industry.
- Companies and leaders that voluntarily committed to higher standards of business with people, community and the planet in mind, attracted caring, future-focused professionals, who were willing to drive the organization to meet ongoing self-driven goals.
- Companies that created committees formed with various levels of employees were very effective in carrying out a PBC philosophy.
- Empowered employees at all levels started and ran initiatives that were in line with the company's PBC mission.
- Company's actions were audited to make sure their processes aligned fully with their message while at the same time, made sure not to sacrifice any quality in their products or services.
- Professionals were identified and asked for their ideas about how to make improvements: they kept an open mind.

- **Narrate success stories.**

### **Success Stories:**

*Throughout a six-month period, we accomplished my stated goals. Specifically, she assisted me with determining the necessary core behaviors for that extra '2 millimeters' of success. As a result, my personal fitness, spiritual fitness, and professional success are on track. I would recommend this program, and more specifically, Joy to any person desirous of high performing success!*

*It helped us to see the bigger picture better and improved our outside-the-box thinking skills. When you spend a lot of time working on solving complex societal problems, it makes solving business issues easier.*

*I have changed my focus and am now strengthening the heart and core of our business and am enjoying a more balanced personal life for myself and my family with time to reflect, to give and to renew my sources of inspiration.*

*It takes a lot of humility and professionalism not to follow the track of the ego. I am very glad to be exploring spiritual work and personal development in support of me, my company, the community and our world. They are truly the most important in my opinion.*

*Having Joy work with me and my employees was more interesting and more relevant than I had anticipated. The PBC philosophy had nothing to do with what I thought we needed to know ... and yet had everything to do with what we SHOULD be focused on. The BBD partnership brought us a sense of peace with a clearer idea that everything will fall into place at the appropriate time.*

*It's amazing how good questions and the smallest of things put in the right place with the help of a professional can make a huge difference. I'm back on track, thanks to Joy and her patience, understanding and talent.*

**We wanted to thank you for your time and guidance. Our eyes are beginning to open to new possibilities (after being closed for many years).**

*Thank you so much for your caring support over the last many months. Your insights, understanding, analysis, and encouragement have definitely helped us meet our goals and improve our lives. You are compassionate, clear headed, and motivational. Just what we needed! The progress my company has made while working with you has made my life immeasurably better.*

**The following is a description of what prevented us from achieving the specific benefit purpose, to the extent that we did not pursue or create the specific benefit purpose in this reporting year.**

- Companies' organizational structures slow down the progress/process.
- Because of the past, there can be a lot of mistrust, resentment, and miscommunication within organizations that needs to be addressed first before implementing a PBC philosophy.
- Organizations did not seem as interested in the PBC philosophy as BBD thought they would.
- BBD seemed to need to facilitate a lot of 'pioneering' in the PBC philosophy as there were only a small number of registered PBC's in Minnesota (which surprised us) and it's difficult for companies and leaders to care about a PBC philosophy when they're dealing with already complex issues.
- PBC philosophy is not a priority for many.
- It's been a distraction for BBD to get the PBC message up and running and marketed. It's actually what BBD was already focused on, and we thought the PBC status would be a benefit in attracting appropriate clients and making a bigger global difference. In the end, it hasn't attracted any additional companies that we weren't already attracting.

**CERTIFICATION BY THE BOARD OF DIRECTORS**

The undersigned, being all the directors of Beyond Boardroom Doors hereby acknowledge and certify that we have reviewed and approved the enclosed First Annual Report.

Joy Pecchia  
[Printed Name]

*Joy Pecchia*  
*3/18/16*

**SUBMISSION:**

I, the undersigned, certify that I am the Chief Executive Officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

Joy Pecchia \_\_\_\_\_  
[Printed Name]

*Joy Pecchia*  
3-18-16



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*Steve Simon*

Steve Simon  
Secretary of State