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Redefining Success with Petra Learning

Second Quarter 2015



IN THIS EDITION

Big Changes Ahead

In both business and life, when the perfect opportunity arise, you need to take advantage of it. However, this may mean making significant changes. Are you prepared? Learn about the changes ahead for Petra Learning as we explore this topic.

Book Launch Approaches

Tiffany's first book will be published August / September 2015. More information contained within (see right sidebar).

Local Business Spotlight

Petra was recently featured on a local business spotlight for 98.9 FM The Answer. Click on the link at right to listen to the interview. Conducting a live interview (no retakes) was quite interesting.

Big Changes Ahead

Petra and You

Check out this [video](#) to learn more about Petra Learning LLC.

Petra on the Radio

[Listen to our local business spotlight.](#)

Contact us at:

info@petralearning.com to discuss training needs, book training events, or request additional information.

Podcast Series

Check out our latest podcasts:

"Growing People By Saying No"

"Integrated Faith"

"Setting Boundaries"

Listen to these podcast for



Opportunity Knocks

What happens when you receive a request for a referral and realize that the opportunity is perfect for you? In my case, after much prayer and reflection, I decided to pursue it. And, that one decision has led to me stepping into a new role as of Monday, July 6, 2015. As of that day, I will become the Senior Manager of Learning for the Ohio Society of CPAs.

In this role, I will be responsible for providing management and leadership in the operations and implementation of OSCPA's suite of programs. These programs currently include 140+ seminars, 40+ conferences, 80+ webcasts, 120+ on-demand programs, and a new micro-learning initiative.

It's not a position that I went looking for because it didn't exist until now. The position arose as part of OSCPA's transformational change initiatives. The opportunity literally came to me; as opportunities often do when you developed a network that you've consistently invested in. **As a business leader, are you making the investments necessary to allow opportunities to find you?**

Revisoning the Future

Pursuing this opportunity raised a lot of questions. What's the future of Petra Learning LLC if I take this position? How does this affect my current commitments? How will this

motivation to do what you already know you need to do.

For these podcasts (and previous ones), [click here](#)

NEW BOOK

Stay tuned for the release of Tiffany's first book in August/September 2015:

The Power of Rest: How to Stop Doing, Start Being, and Soar Through Life.

This book is all about making the changes necessary to experience an abundant life, right now, today. You don't need to wait for retirement. You don't need to wait until your children are grown. You don't need to wait until you have your business in a stable state. There are steps that you can take right now to experience the life that you were meant to have. So add the book to your must read list. You won't regret it.

If you would like to see books on my reading shelf, connect with me on [Goodreads](#).

Tools and Resources

change be perceived by my current and targeted client base? These questions really struck at the heart of Petra's mission. Why did the company exist? What was its purpose?

When I founded Petra, I had defined its purpose and it wasn't to find me a job in the learning and development space. Its purpose was to develop and grow business professionals so that they could fulfill the purpose for which they are here on this Earth. Any income of Petra that exceeded what I needed for my living expenses was targeted toward supporting the work of non-profit organizations that I had identified as providing critical services to the poor, oppressed, orphaned, imprisoned, or disenfranchised.

As I contemplated this opportunity, I realized that I would now be able to serve the non-profit and faith-based community in an even greater way. This new Petra will continue to teach, train, and equip; except that its focus is now squarely centered on non-profit and faith-based organizational leaders and their teams. It's a new vision, yet it's not really new. It existed since Petra's foundation. **When opportunities come your way, are you willing to challenge whether your mission may be achieved in a different way?**

Moving Forward

I'm excited about the opportunity to invest in the non-profit and faith-based community by offering training, consulting, and coaching services at prices that they can afford. No longer do these organizations have to forego valuable training and education that could position their employees to operate more efficiently and effectively because it's too costly. No longer do these organizations have to settle for learning products that ignore the unique aspects of their business model. These organizations are the backbone of our civilized society and now they can enjoy the same benefits as for-profit companies as it relates to developing their talent.

To develop additional skill sets that will allow you to operate differently, check out these product offerings from Petra:

[Petra's Transformational Learning Lab](#)

[Successful Operating Strategies \(SOS\) for Small Businesses](#)

Will You Help Me

In order to make this revised vision for Petra a reality, I need to get the word out. There are a lot of non-profit and faith-based organizations that could benefit from Petra services. But I need help reaching them. So, take a moment and think about who might benefit and pass this along or send me their contact information or recommend it to the Board at your next Board meeting.

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