



Thomas H. Brady

Founder & Chief Awakening Officer

The XLR8 Team, Inc.

Tom is guided professionally by his passions to:

Coach leaders who are passionate about their growth and coach the next generation of Evolutionary Leadership Coaches

In 1994, he began developing a part-time executive coaching and consulting practice, which became full-time and named *The XLR8 Team* in 1996. He has coached and facilitated individuals and teams from “customer” areas to the boardroom including a Hall of Fame Fortune Magazine Top 100 company, Wegmans Food Markets (#1 in 2005, Top 10 the last 9 years). He currently co-chairs The Greater Rochester Chapter of Conscious Capitalism along with his son Andrew. They are widely respected for their expertise in helping organizations improve their performance by evolving to be more purposeful, values-driven organizations.

He spent the majority of his professional career at Park Ridge Health System (now Unity). As a member of the executive team, he helped build the organization from \$20 M to \$250+ M in revenues, primarily in Chemical Dependency, Mental Health and Long-Term Care, over 20 years. His leadership process “Leadership Excellence” played a key role in the merger with St. Mary’s Hospital.

Tom holds an ACSW from Syracuse University and a BS in business from Rochester Institute of Technology (RIT). He also completed the majority of the course work toward an MBA at RIT. Partial current client list includes:

- Wegmans Food Markets, Inc.
- Clean Craft
- Edison Schools (NYC)
- Retirement Living Services, Inc. (Hartford)
- Rochester City School District
- Konzepte GmbH (Germany)
- Klein Steel Services
- Unity Health System
- Bergmann Associates (Architectural/Engineering)
- Corning Life Sciences (Boston)

Why people choose to hire Tom as their coach

(As expressed by his clients)

- I need the “truth” about my leadership capabilities in order to reach my full potential.
- I’ve embraced success, so what’s next, I need a push to raise the bar.
- I’d like a perspective from outside the company from a seasoned executive leader.
- I need help with succession.
- I am new to an executive role.
- It’s “lonely at the top” - I need a safe forum for dialogue.
- I just purchased a business and need help turning around the culture.
- I’m so busy; I need a personal, focused structure for learning in areas I need to succeed.
- I want to push my personal and my business performance to the next level