BAALDI & BAALDI

Come to the edge, he said.
They said: We are afraid.
Come to the edge, he said.
They came.
He pushed them...and they flew.

Guillaume Apollinaire

Welcome to Baaldi & Baaldi

Baaldi & Baaldi is a niche company offering mentoring, business and life coaching to high level entrepreneurs, executives and celebrities. It is owned 100% by myself, Phil Baldey. With the exception of my wife Karen, no one else will know that you are dealing with us. Integrity of relationships is such a priority to us that we do not publish a client list, display testimonials or disclose that we even know any of our clients on a personal basis.

All mentoring services are conducted by myself. We meet at locations to suit your needs, anywhere in the world. I offer a number of secluded, private residences in coastal, lake and bush locations of great beauty. No one need know that you are here. We cater for support personnel if required. Ongoing contact and support is offered via telephone, email or web conferencing throughout our relationship.

Mentoring Overview

A mentoring relationship needs to be personal and focused on you. I am not interested in offering a prescribed process as individuals needs are different. I do offer structure to my sessions-however, they deal initially with what is most pressing at the time, then take a more global focus. I tend to ask many questions before offering any solutions.

I draw from my strong business knowledge and practical application of psychology and physiology. As a coach and competitive skydiver I am strongly aware of the cornerstones of individual and team performance.

The tools I do utilise are only used to add value to the learnings, not create the learnings. I do not utilise any regressive tools that apportion blame to the past or others. I believe we are 100% responsible for our lives.

I am known to be direct, candid, challenging and rigorous. I will not let you off the hook, I will tell you how I see it and will hold you accountable for promises that you make to yourself. I will encourage you to learn from what may be perceived as mistakes. I will tell you what you already know but haven't taken action on. A lot of what I offer is not rocket science, it is the simple things that often make the biggest impact. And the changes that occur early in our relationship often appear to be making the situation worse before making it better, much better.

Many people engage my services to deal with complex business issues. Whilst these are often easily addressed, I regularly discover that a similar scenario is mirrored within that person's personal life. A company having difficulty with its vision may also have a CEO with issues around personal direction.

My business strengths are within the sales, marketing and strategic arenas. I have successfully completed many company turnarounds, repositioning and amalgamation after takeovers including the development of new corporate cultures.

All mentoring is one to one (or one to two if you would like your spouse/partner involved).

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Full Service Mentoring

I offer ten months of mentoring support within a twelve month period. This is made up of ten face to face days, five of which are within Australasia, the other five to be in locations of your choice. Australasia is relatively isolated, has less media pressures than other retreat destinations, and in many ways has retained the simplicity of life. You can see me for one day at a time or in larger blocks. In between these mentoring sessions, contact is kept as frequently as you would like via telephone, email or web conferencing.

Investment for the above service is $NZ250,000 (plus goods and services tax for clients who have a New Zealand presence).

Fee for service is based on mentoring services. Travel, accommodation, telephone and associated disbursements are charged additionally.

A typical telephone or web conferencing session
No session is typical. The experience is also different for each individual.

Typical Face to Face Days
Again, 'typical' does not come in to it. I mix a blend of intense discussion, questioning, revealing and debating with physical activities such as canoeing, tramping in natural surroundings-or merely sitting and absorbing the environment. We will work outside, inside, on a mountain top or in the middle of a harbour. I'll get you to leave your laptop, cell phone and worldly cares at the airport when I meet you.

E-Mentoring

A way to get quick answers. For those who have a pressing issue or question but at this stage do not want to engage in a longer term mentoring relationship. Please provide as much background information as possible. Simply pose your question by selecting the appropriate option below and clicking 'submit'. I respond to all e-mentoring questions within 72 hours.

Investment is $NZD1,250 per question or $NZD12,500 per month for unlimited questions (plus goods and services tax for clients who have a New Zealand presence).

If my response does not suitably answer your question then the investment that you have pledged will be refunded.

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One-on-One Retreats (Worldwide)

An intensive intervention for those who want to get refocused right now yet are not sure if they want to progress with an ongoing mentoring relationship. I join you anywhere in the world for two full on days of self discovery, strategising, refocusing and trouble shooting.....effectively whatever is going on for you we can discuss. Ideal to add on to a business trip or vacation.

Investment for a One on One Retreat is $NZ25,000 (plus goods and services tax for clients who have a New Zealand presence).

Fee for service is based on mentoring services. Travel, accommodation, and associated disbursements are charged additionally or supplied by yourself.

About Us

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About Phil Baldey

I am known as a visionary and strategist with broad industry knowledge and lots of life experience. Being both analytical and intuitive, I have the unique ability to get to the heart of the real ailments in business and personal life.

I believe that work and home life are on the same continuum, one impacting the other. I aim to restore balance by getting individuals to help themselves.

I have travelled the 'hard yards' of corporate life and therefore assist from a 'been there' perspective. I have also been a management consultant for seven years and, drawing from this experience, am confident across a large array of industries.

Uncompromising, rigorous and candid, I challenge peoples' beliefs. I will only work with people who are willing to assist themselves. I will not be seduced or coerced by the people I work with.

My mentoring is offered within a holistic framework and therefore encompasses physical, intellectual, emotional, spiritual, family, home, social, cultural, financial and career aspects.

I maintain balance in my own life by spending a lot of time with my wife Karen, son Ethan and daughter Gemma, competitive skydiving and motorbike riding.

After some heady years working alongside Eric Watson as Group Marketing Director of the Blue Star Group, and being part of the team that saw the business grow from $4 million to $180 million in five years, I sold out just before my 30th birthday believing that there was more to life. I was right. I've prostituted many of my working years to corporates, not realising until recently why these relationships served me so well commercially yet left me spiritually drained. I was a regional manager for Rank Xerox at the age of 23, a company rep for a national courier company complete with company car at age 18, all milestones yet all unsatisfying in their own right.

Since turning 30 in 1996 I have evolved my business Baaldi & Baaldi Limited from a management consultancy dealing with high level strategic corporate projects, digressed to work with unemployed youth and advise Government departments. I also became involved in facilitation and writing of an economic development strategy for a beautiful yet struggling part of New Zealand. I finally arrived, focused and clear that mentoring a distinct, yet often very private segment of the community, is my forte.

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Not Us

With such broad definition being given to the words mentor, life coach and business coach it is important to identify what I do not do:

1. I do not take action on behalf of my clients.
2. I am not a counsellor. I am not interested in regressive therapies that endeavour to blame some past person or event. I am prepared to tell you what I perceive, no matter how brutal it may appear.
3. I do not get any commissions from any referral that may be made.

Core Values

I am very clear that, to be able to assist people, I need to know where I am at. The values I operate my business with are:

Integrity:
I say what I feel, I keep my promises, I keep confidences. I expect the same.

Responsibility:
I am responsible for my actions. I also have a responsibility to tell the people I work with what they need to know, however difficult it may be. I am prepared to lose a relationship rather than compromise my responsibility for telling that person what I see. The people I work with are responsible for themselves.

Vulnerability:
Trying to protect oneself is often rooted in fear. I am happily vulnerable, as I have nothing to fear. I do not need contracts with those I work with. They are free to come and go. If a relationship falters due to the truths being too difficult to bear, I will highlight this realisation. I encourage those I work with to be vulnerable.

Freedom:
I am free, my clients are free. We choose by mutual consent to work together.

Client Profile

My services are offered to entrepreneurs, executives and celebrities who are, or have been, financially successful (net worth US$5million). These client groups, from my experience, require a mentor who can see the person for who they are, is not interested in getting access to the person's wealth or fame and can relate on a person to person basis.

My clients often find me as a last resort, having tried relationships with business managers, executive assistants, agents, accountants, partners and family, only to have lost faith in people's motives.

Common business problems range from lack of a clear vision, issues created by inappropriate strategy, to problems compounded by non aligned organisational structure. Ineffective marketing and sales actions as a result of inappropriate brand positioning are also common. Issues with trust, finding committed team players, prioritising and establishing life balance relate both to business and personal life. Other areas of concern often involve relationships, compromised values and what is often termed 'a mid life crisis'. By appreciating the whole picture, I am better informed to assist you in

helping yourself. It is more important to ask the right question than to find the right answer to the wrong question.

I am not interested in a high profile myself. My relative anonymity allows me the freedom to visit my clients without raising media interest.

Why net worth of US $5 million plus?
Those that are financially well heeled often face a range of challenges that others do not. The pressures created by those wanting to get their hands on some of this wealth, the weight of having to decide how to invest (if this isn't how the wealth was made in the first place), and the constant media attention for some, can all be trying. Some lose self confidence and self belief which may erode the very thing that assisted in the wealth creation (or attraction) in the first place. Equally, others egos become overly inflated and whilst the wealth flows, the things that money cannot replace start to disappear from their lives.

My role is to appreciate where you are at and assist you to get where you want to go, not just financially, but in all areas of life. I do not pass judgement. I just tell you what I see. My mix of life experience, apparently high intellect and knowledge base coupled with my intuitive nature, tends to get the results. I am not afraid of asking the hard questions!

The World According to Phil

The more I learn, the less I know
10 March 2008

The more I learn, the less I know. I'm not sure if global warming is actually occurring and if it is, then perhaps it isn't totally due to human intervention as Mars is presumably warming. I am not sure if milk is good for the bones, and whether it would be better for us if it was in its raw state. Energy efficient fluorescent light bulbs sound the way to go, that is until I found out that they contain toxic mercury. I am not sure that oil derives itself from mineral matter or whether it is abiotic, a living organism which can replenish itself. Ozone depletion, SARS, Bird Flu, antibacterial soap, mass inoculations, the need for tax versus the zero tax debate and a host of other subjects get me thinking. I've decided that while I am interested in all of that mentioned previously, the state of the world and beyond, I am benefited by how I live my life rather than trying to convince others to change. Yes, I am interested in what is occurring, but the changes I can make right now are based around working with others and assisting them to live by their own personal values and beliefs. If they want to change their beliefs then I am there to assist, if not then that is just fine with me.

My intent lies with living the life I want to. In the main I achieve this. I buck the stereotypes, let go of the perceptions others have of me and carry on doing what suits me. It seems to work. Life becomes quite simple when you stop trying to please everyone else. Sure, there is a time for compromise, but life shouldn't be a total compromise.

Interestingly, I have seen many people hit rock bottom financially or emotionally only to revisit them say a decade on to find that things have totally turned around. If this is true of all people, then it is only a matter of time before we cycle out of where we are to another place. The trick is to cycle in a proactive way that improves the situation with every cycle. I believe this is possible, although I readily accept that for every summer there is also a winter.

So whether the planet is warming or cooling, treated milk is better or worse for you than raw milk, Bird Flu will be the end of you or not, we still need to live for the moment, leave a legacy if that is what drives you or spend your time being self indulgent. Decide what you want to deal with, decide what you don't need to deal with and let go of the clutter in between. Live your life according to your rules, provided those rules suit where you want to be.

The first of the 'Four Noble Truths'
12 June 2003

The first of the 'Four Noble Truths' taught by Buddha was 'Life is Suffering'. Having accepted this philosophy, life tends thereafter to be easy in comparison as the very acceptance of this makes suffering 'normal'. The reality that life is difficult from this perspective, is therefore meaningless.

I am happily selfish. This word is often seen in a negative vein, however I consider it an amazingly positive word. By being selfish, I mean giving to yourself before you give to others. There is little point in a lifesaver endeavouring to rescue a struggling swimmer if they do not have the energy to carry it off, no benefit if the breadwinner gives the family an opulent lifestyle and dies early from the effort required to do so, nothing achieved by the breastfeeding mother trying to feed a child who she has no milk for. If we nurture ourselves in the first instance, we then have something to give.

My view is that we are products of our genes and environment, with a spiritual component. There is little point blaming any one of these for our current situation, our situation is what it is. However we can tap into any of these areas to advance from where we find ourselves. Too often we battle with the environment we find ourselves in rather than look at tapping in to our potential to rise above it.

In the human pursuit to meet the needs of ego, the primaries of life are being coveted as prize possessions for those who 'own' them to manipulate and allocate as they see fit. Water is being privatised, food is changing its very constitutional structure, fuel and power are being controlled in such a way as to ensure that the consumer cannot economically produce their own, health education promotes cures in the realm of pharmaceuticals and vaccines rather than prevention and natural immunity, and social structures are being radically altered by social engineering and the lack of unbiased reporting. We are starting to live in an ever increasing vacuum where we stand the chance that we may very likely lose our freedom of thought, or at very least, our freedom to speak.

I encourage you to be selfish, question who you are and question what you are told. Be true to yourself and enjoy freedom.

Business is really simple. We tend to make it too complex. We endeavour to do everything rather than observing the key fundamentals. We hold strong to what we know and ignore what we don't understand or fear. By becoming the trouble shooters in our own business we get immersed, this immersion often negating any objectivity we once had. Once the business, or the demands imposed on ourselves by the business, become onerous we may find ourselves either wanting to fight the company, and our existence related to it, or alternatively the desire to run away from it. Neither of these strategies is likely to offer long lasting satisfaction. Sure, beat the company into shape if required, quit if needed. Just make sure that the next venture (or relationship) that you embark on does not have the same hallmarks!

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Refunds Policy

If my E-Mentoring response does not suitably answer your question then the investment that you have pledged will be refunded.

Choosing A Mentor

The traditional way of choosing a mentor by looking at their CV is outdated. Firstly, a CV is slanted to show someone in their best light. A mentor however will be assisting you even on their own darkest days. The mentor will need to be grounded so that they do not project their issues onto you as solutions to your dilemmas. A CV, by its very nature, will find it difficult to relate all business and personal experiences of a mentor. A mentor is also not limited by their own experiences as they have witnessed many other situations which add to their experience base.

A referral to a mentor is often taken in high regard. Whilst it is great to hear others support for a specific mentor, there is no guarantee that the chemistry between this mentor and yourself will click. By all means, make contact with the mentor based on the referral but make the decision to choose this mentor for yourself.

I believe that making contact with a mentor and both parties investing some time to get to know each other is of vital importance. A mentor needs to feel that they can assist you before they agree to become your mentor.

A few key questions to consider when considering a mentor:

Do they talk from experience?
Many can read text books, yet not have a real appreciation.

Do they listen?
Do they actually hear what you are saying and meaning.

Are they 'straight up'?
Do they talk the truth, no matter how difficult that may be.

Do they walk the talk?
To preach is one thing, to do as one preaches is yet another.

Are they on your wave length?
Is there a deeper level of communication than just the spoken word.

So, if you are interested in progressing things further, I look forward to some exploratory discussion.

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Logo Significance

Emblem

The emblem representing Baaldi & Baaldi signifies "Balanced Evolution", the ability to grow, develop, embrace opportunity and learn from the journey.

Individual components also have their own significance. The = (equal sign) relates to being equals, working in equilibrium, balance. The > (greater than sign) signifies the desire to grow, to move forward.

Combined, => (the arrow) brings these two signs together to demonstrate movement, change, positive direction: Balanced Evolution.

Concentric Circle "ripple effect"

Energy exerted at the centre point motions outward. A small action has many repercussions.

The concentric circles pictured are of boiling volcanic mud. The energy has been exerted internally, as opposed to externally when a drop of water hits a pool of water.

The effect is created only once heat is applied. The liquidity of the mud is increased as heat increases. No heat, no liquidity, no concentric circles.

This image has significance at two levels:
Tap into your own energy to have far reaching impact;
One may need to endure some level of discomfort (heat) to create change.

My Rules

Rules I run my business by:

1. I guarantee my work. If you are not satisfied with the work I have completed, the fee for service will be refunded. 100% guarantee.

2. I sack 50% of my clients each year, every year. It is important that I make myself redundant as soon as practical. I may end a relationship as we have completed what needed to be done, got to a place where the client isn't ready to move on from, or I have exhausted what I can bring to the table.

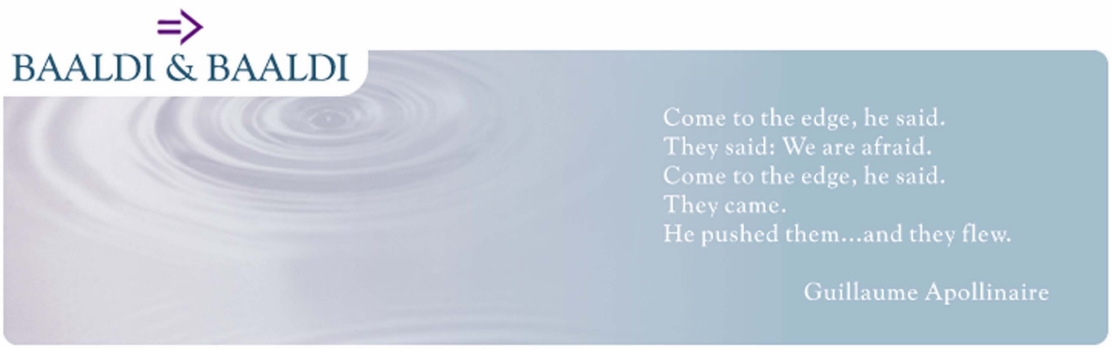
3. I respond next business day to all inquiries

4. No contracts. Clients are free to come and go. There is no point in working together if the relationship is not working

5. I work much faster than most. I believe in achieving 'cut through'

6. I offer value for the investment made. Quality is important. Sometimes this comes out of quantity, sometimes not.

7. I do not email broadcast, send sales related material or give access to my database. I do not harass my contacts



8. Confidentiality is an absolute.

9. I will not prostitute myself. I only do work that I enjoy and is appreciated by the ones I work with

10. If a client makes a commitment to themselves and does not uphold their end of the bargain (without good reason), then I will not work with that client again.

100% of what you don't do won't help you. Take the next step and make contact. You have nothing to lose, and potentially everything to gain.

If you intend moving forward it is important to deal with what is in the present. You are on this site right now so deal with why you are here. Make Contact now.

Snapshot of Baaldi.com

- It is the simple things that often make the biggest impact.
  View - Mentoring Overview >

- Uncompromising, rigorous and candid, I challenge peoples' beliefs. I will only work with people who are willing to assist themselves. I will not be seduced or coerced by the people I work with.
  View - About Phil Baldey >

- It is more important to ask the right question than to find the right answer to the wrong question.
  View - Client Profile >

- My role is to appreciate where you are at and assist you to get where you want to go.
  View - Client Profile >

- I do not pass judgement. I just tell you what I see.
  View - Client Profile >

- I am not afraid of asking the hard questions.
  View - Client Profile >

- I also have a responsibility to tell the people I work with what they need to know, however difficult it may be. I am prepared to lose a relationship rather than compromise my responsibility for telling that person what I see.
  View - Core Values >

- I do not need contracts with those I work with. They are free to come and go.
  View - Core Values >

- The mentor will need to be grounded so that they do not project their issues onto you as solutions to your dilemmas.
  View - Choosing a Mentor >

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