

*Bring the Best*

CHANGING LIVES



“

Growth is the process of responding  
positively to change.

**Paul Harvey**

American Broadcaster (1918–2009)

# About US



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## CHANGING LIVES

**Bring The Best**® is a coaching and consultancy start-up combining personal growth with transformational leadership change.

Our clients are human beings, individuals, professionals and executives in the organizations.

We focus in providing authentic and empathic career development, leadership development, DE&I (diversity, equity and inclusion) and empowerment of LGBTQIA+ communities in the workplace.





OUR FOUNDER

# Casimiro da Silva Santos

DAD, COACH, BUSINESS LEADER, AND SPEAKER

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## **My WHY**

I founded Bring the Best in 2022 after a transformational and life-changing coaching session with Simon Sinek Inc. where I discovered my WHY – *creating a perspective of abundance, alleviating scarcity so that we can live a bright future.*

## **20 years of leadership experience**

I am an ACTP Coach certified by the International Coaching Federation (ICF) with more than 20-years of experience in leadership positions in multinationals with the responsibility of up to \$250 million, managing more than 100 people. I hold an MSc. Chemical Engineering and an Executive MBA, I speak fluently Portuguese, Spanish, French, Italian, English and some Dutch





## VISION



CHANGING LIVES FOR  
WHAT MATTERS TO YOU

## MISSION



To help my clients to identify  
what is important to them in  
life, unlocking their growth  
potential.

## VALUES



### **AUTHENTICITY**

I bring my whole self to life –  
even to work.

### **RESPECT**

I treat everyone with dignity and  
with fairness.

### **COMPASSION**

I show kindness to others and  
myself. I understand that  
stepping out to the unknown is  
not easy, yet it is rewarding.

### **TRUST**

I do what I say I'll do.

### **AMBITION**

I strive and work every day to be  
a better version of myself.

Our  
*foundation* →



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### PROFESSIONALISM

ICF certified coach, and ICF member. Providing personal, career, and executive professional coaching. Facilitating LGBTQIA+ and DE&I (diversity, equity and inclusion) coaching in organizations.

### EXPERT ADVICE

International business and life experience. With more than 20-years in leading and managing teams in turnarounds and growth in world leader organizations.

### AVAILABILITY

Available anywhere and everywhere (in face to face, and online sessions).

Why  
*choose* us?



# What we offer clients

## PERSONAL COACHING

For individuals who want to find meaning

Finding your purpose

Clarify your values

Discover what drives your life

How to handle procrastination

## CAREER COACHING

For you who need a new direction

Explore what motivates you

Clarify career and personal goals

Identify a career path

Re-invent yourself

## EXECUTIVE COACHING

For corporate professionals and entrepreneurs

Establish vision and mission to your teams or business

Develop your leadership skills

Improve your communication



# How *do we* *do it?*



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USING THE **CAS COACHING METHOD**, WE WILL BE ABLE TO WORK TOGETHER TO:

- Create **your Vision Board**
- Understand **your Wheel of Life**
- Find **your Purpose**
- Unlock **your Strengths**
- **Discover yourself** through “Points of You”
- **Discover a better version of yourself**



## CAS COACHING METHOD

### **COMMITTED**

Pledge your commitment to change and to achieve your objectives.

### **AMBITION & ACHIEVEMENT**

Define goals that are relevant and ambitious yet attainable.

### **SUCCESS**

Write an action plan to hold you accountable to succeed.

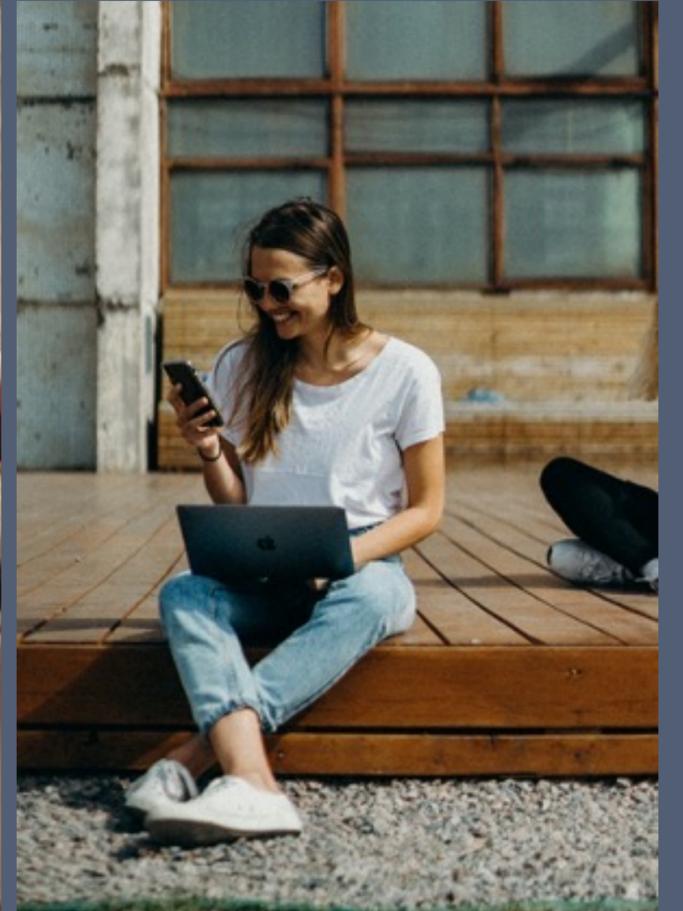


# *My coaching process*



## **BENEFITS OF COACHING** HAVE BEEN DOCUMENTED AS:

- Live the life you dream and want
- Change a long-standing “stubborn” behavior
- Gain accountability around a specific goal or goals
- Explore new ways of doing things
- Clarity on what you want, and not



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**WIIFM**  
*What's in it for me?*





# Customer *testimonials*



**Daniel Santos**  
Area Sales Manager  
*Kemira*

I recently had the privilege of having Cas as coach, considering that the sessions held were extremely productive, in the sense that it helped me to find answers to several questions, both professionally and personally, for which I didn't have a clear answer. It was a great experience of personal appreciation, which I recommend to you.

**Gaynor Le Sar**  
Account Manager  
*Ecolab*

Anyone who wants to be successful and develop themselves and their skills should come to you for guidance along the way.

**Ana Barreto**  
Senior Technician  
*IEFP*

When passion is allied to the profession and hand in hand with motivation, excellence in training happens. This is my definition of you.  
I'm very proud to have you had as my coach – you knew how to ask the right questions at all times!!  
Thank you very much!

**Vedaste Byombi Kamasa**  
Entrepreneur  
*Grow Movement*

Let me take this opportunity to thank Cas for the coaching process. I had tried many business activities but I was not successful because of not having the idea of a value proposition but now I am very confident that I am able to meet customers' needs. I was hanged somewhere in the air, today I can confess that all my feet are on the ground.

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We are honoured to have worked with these respectable clients and thank them for being kind to say these words about us.



# Let's talk about investing *in you*

## PERSONAL COACHING

4 sessions 1:1  
(30 min per  
session)

"Am I coachable?"  
Assessment

## CAREER COACHING

6 sessions 1:1  
(30 min per  
session)

"Am I coachable?"  
Assessment

High 5 Strength  
Finder

## EXECUTIVE COACHING

6 sessions 1:1  
(45 min per  
session)

"Am I coachable?"  
Assessment

High 5 Strength  
Finder

Book Summaries

Email & phone  
follow-up

On some occasions one-off session 45 min  
**€250**

Talk to me for specific packages and specific programmes →

Contact

# Don't hesitate to contact me

*Want to change your life? Talk to me now!*



*Write me:*  
cas@bringthebest



*Call me:*  
+351 93 200 5624



*Find me:*  
[www.bringthebest.pt](http://www.bringthebest.pt)

**How can you learn more?**  
Subscribe to my blog and newsletter



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