



A PETRA CASE STUDY

Nashville Health Care Council

INDUSTRY

Healthcare

EMPLOYEES

150+

HEADQUARTERS

Nashville, TN

THE CHALLENGE

By 2023, the Nashville Health Care Council found itself at a critical crossroads. Longstanding event formats were losing momentum in a post-COVID world, and new peer networks were emerging as alternative platforms for healthcare dialogue. Amid these shifts, the Board brought in Apryl Childs-Potter as President to lead a new chapter and reassert the Council's relevance. Having experienced Petra's coaching model at a previous organization, Childs-Potter recognized the need for a structured, external partner to help reset internal alignment, translate vision into execution, and position the Council for long-term impact.

Petra's Impact

- Unified team around renewed Purpose, Values, and Vision
- Turned Board strategy into an actionable 3–5 year roadmap
- Established clear KPIs and annual initiatives for accountability
- Supported team restructuring for the right people in the right seats
- Reasserted market leadership as Nashville's healthcare hub



“ Petra helped us step back and define who we are, why we exist, and how we measure success — it gave our team clarity and confidence as we move into the Council’s next chapter.”

- Apryl Childs-Potter, President, Nashville Health Care Council

Petra Coaches partnered with Childs-Potter and the Council’s leadership team to deliver a structured, actionable operating system designed to meet the moment:

Clarified Core Ideologies — Reframed and codified the Council’s Purpose and Values, ensuring every team member understood the “why” behind the work.

Reengineered Meeting Rhythms — Introduced a cadence of daily, weekly, and quarterly meetings to streamline communication and accelerate decision-making.

Defined Clear Targets & KPIs — Established key metrics and health indicators to track progress against the Board’s long-term vision.

Translated 3–5 Year Vision Into Action — Worked with Childs-Potter to convert the Board’s high-level strategy into annual initiatives and quarterly priorities.

Restructured the Team — Supported a people/right seats audit, ensuring accountability and role clarity across the organization.

Petra has helped hundreds of companies and thousands of individuals create scalable organizations, better teams, and happier, more fulfilling lives for themselves.

Contact us today to see how we can help you grow your business!



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