



Exploring Life & Business with Joseph Price of Intentional Achievements

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Phoenix's Most Inspiring Stories



LOCAL STORIES



POPULAR



PHOENIX'S MOST INSPIRING STORIES



ARE YOU DOING WHAT YOU WERE BORN TO DO—OR WHAT YOU WERE TOLD TO DO?



HIGHLIGHTING LOCAL GEMS



WHO TAUGHT YOU THE MOST ABOUT WORK?



PORTRAITS OF PHOENIX

The heart of our mission is to find the amazing souls that breathe life into our communities. In the recent weeks, we've had the privilege to connect with some incredible artists, creatives, entrepreneurs and rabble rousers and we can't begin to express how impressed we are with the incredible group below. Check out our favorite stories from across the Voyage family.

VoyagePhoenix

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Today we'd like to introduce you to Joseph Price.

Joseph, we appreciate you taking the time to share your story with us today. Where does your story begin?

Prior to founding the Intentional Companies, I was the General Manager, Senior Instructor and Corporate Solutions Director for Dale Carnegie Training® of Southeastern PA. By demonstrating a rare combination of skills, I became one of the few instructors to become certified for all nine Dale Carnegie Training® Programs while at the same time attained the distinction of being the 12th highest producer of Dale Carnegie® enrollments in the world—which I maintained for 6 consecutive years.

I worked with leaders/managers of all size companies in a wide variety of industries who were struggling with misaligned teams, low morale, and missed goals. They faced challenges that felt overwhelming, and their departments often seemed stuck in a cycle of frustration and inefficiency.

What I learned during those years was invaluable. I saw firsthand the recurring patterns that kept teams from thriving: unclear goals, reactive leadership, and a

lack of alignment between team efforts and organizational objectives. I also saw the incredible transformations that could happen when leaders adopted intentional approaches.

I realized that the key to success wasn't more effort—it was the right effort, applied intentionally. It wasn't just about solving the immediate problems; it was about creating systems and structures that empowered teams to succeed consistently.

These experiences inspired me to develop processes and tools that managers could use to lead intentionally. I wanted to go beyond surface-level fixes and provide solutions that addressed the root causes of underperformance. The results were remarkable. Leaders

who once felt overwhelmed began to see their teams align, thrive, and achieve more than they thought possible.

Intentional Achievements was born out of this mission. Over the years, I've refined these principles to create a system that works for managers/leaders across industries. I've seen struggling teams transform into high-performing ones, not



through quick fixes, but through intentional action and leadership.

Can you talk to us a bit about the challenges and lessons you've learned along the way. Looking back would you say it's been easy or smooth in retrospect?

It has been an interesting rollercoaster ride over the past 25 years. From starting on my own to building internal teams of as many as 15, the road to building a business always teaches great lessons. First, we had to really define who we were and are, who are we serving, and what methods we would use to get the word out that we were here. Since the Intentional Success System™ is based on universal principles, we know we can help anyone succeed more Intentionally. But, you can't market to everyone all at once. And by narrowing down to a target market segment I was always afraid we would leave someone out. That was and is a constant struggle for me.

Refining our Vision and Mission has helped with that dilemma. We now are pretty clear and focused on what we have to do.

Thanks – so what else should our readers know about Intentional Achievements?

Anyone looking to be successful anywhere in business or life, doesn't leave

success to chance—they create it. Achieving consistent success starts with understanding this simple truth: clear and repeatable processes lead to reliable results. The Intentional Success System™ is designed to help you create these processes and guide you toward success.

Instead of tackling problems one at a time or reacting to challenges as they come, this system helps you take a step back and see the bigger picture. By looking at how all the moving parts of business or life work together, you can make changes that benefit the whole, not just one part of it. This approach ensures that when you solve one issue, you're not creating another somewhere else.

When you use a clear, repeatable process that takes the whole system into account, you can:

- Gain clarity about what's working and what needs improvement.
- Align goals so that everyone is working toward the same outcomes.
- Focus your efforts on actions that will make the biggest impact.

This way of living and leading isn't about working harder—it's about working smarter. The Intentional Success System™ provides you with the tools to create a business and/or life that's aligned, efficient, and ready to thrive.

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At Intentional Achievements, we understand that every person and business is unique. That's why we offer a range of solutions tailored to your specific challenges and goals. Our mission is to empower you with the tools, strategies, and support you need to live and lead with clarity, purpose, and intention.

With over 40 tools and comprehensive support systems, we're equipped to address almost any life or leadership challenge you face and help you create lasting success.

1. Workshops and Training Programs

Our workshops and training programs are designed to provide practical, hands-on learning experiences. These sessions help individuals, managers and teams develop the skills they need to thrive.

- Example: A workshop on emotional intelligence teaches individuals and leaders how to navigate conflict, build trust, and foster collaboration, transforming team dynamics.

2. Custom Solutions for Your Business or Company

No two businesses are the same, which is why we offer customized solutions to fit your unique needs. Whether it's aligning team goals or implementing new workflows, we tailor our approach to ensure

success.

- Example: We worked with a marketing department struggling with communication gaps. By implementing a tailored Team Alignment Framework, they streamlined processes and exceeded their campaign goals.

3. Coaching and Mentoring

Life and Leadership can be lonely at times, but you don't have to go it alone. Our coaching and mentoring services provide personalized support to help you navigate challenges and develop as a person and a leader.

- Example: A new manager gains confidence and clarity through one-on-one coaching, learning how to lead their team effectively while achieving organizational objectives.

4. Tools for Teams

Practical tools are at the heart of what we offer. From decision-making frameworks to time management resources, our tools empower you and your team to work smarter, not harder.

- Example: A sales team uses our SMART Goals Template to break down ambitious objectives into achievable steps, driving consistent progress and accountability.

5. Ongoing Support and Community

Success doesn't happen overnight, and we're here for the long haul. Our ongoing



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support includes check-ins, resources, and access to a community of like-minded people who share insights and encouragement.

- Example: Individuals and Leaders join our Intentional Achievers Network, where they exchange ideas, celebrate wins, and find solutions to shared challenges.

Intentional Achievements is more than just a resource—we're your partner in Intentional transformation. Whether you're facing specific hurdles or looking to elevate your performance, our comprehensive approach ensures you have the support and tools needed to succeed. Remember, this is just the beginning. With our proven systems and strategies, the possibilities for you are limitless.

Our offerings include introductory education and training programs that you can take online or in person, to year-long Mastermind and Coaching Forum, and everything in between. Our Intentional Achievers Membership has three levels, including a FREE tier in which you can learn all of the universal principles the Intentional Success System™ is based on—with the ability to communicate with other members through the PRO Forum. We have video-based masterclasses and a collection of eBooks on many of the Intentional subjects in which we specialize.

I am most proud of the fact that when people get a taste of our material and principles, the response is always the same—I wish I had this sooner.

If you had to, what characteristic of yours would you give the most credit to?

I guess I would have to say it is my ability to see or hear of a situation, issue, or problem and be able to identify the root cause, then design, communicate, teach, train, and coach a solution that works. That is why and how in our corporate solutions work we can be the only training/coaching company that always guarantees a return on investment for our work.

Contact Info:

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