

Heidi Frye President/Founder

Heidi Frye has spent her career impacting bottom-line business growth. Whether working with hundreds of leaders on leadership development, directly contributing to top-line sales revenue, or helping organizations with talent acquisition, she is best known for her *achievement* orientation.

Heidi's childhood nickname of "Kenmore" (affectionately coined by her two younger sisters to depict their view of her as an *agitator!*) still applies to her career today – her willingness to *shake things up* to achieve best results!



She has earned a reputation for integrity, “doing the right thing” and “telling it like it is” while delivering high-quality service, achieving results, and keeping an eye on the bottom-line. *Using her Macro-Mindset™ approach to understand the business at a high-level/ macro view, Heidi is able to break down necessary-but-not-often-understood-or-used concepts, theories, and techniques to help clients grow as leaders, using her Raw Leadership™ methodology.*

Heidi has spent over fifteen years in the fields of organizational development & executive search, and is dedicated to **growing business through the development of people**. *Understanding people, their blind spots, and having the courage to be real are Heidi's strong suit.*

Throughout the span of her 30-year career, Heidi has learned and used best practices in coaching & mentoring, team building, training/workshops, recruiting, and sales – having achieved numerous performance awards working for Fortune 500 companies: Xerox; Boston Scientific Corporation; and EMC, as well as more entrepreneurial businesses, including MRI – Sales Consultants, and Leadership Capital Group.

Heidi holds a degree in Business Administration from Wayne State University with a major in Marketing and a minor in German. Heidi is also a graduate of the Leadership University – School of Developmental Coaching, Coach2 and MLCS (Master Leadership Coaching System) ICF-certified programs, is certified in the *Integrative Enneagram*, and an ICF member (International Coaching Federation – International and Michigan chapter).