

Elizabeth Fried, Ph.D., BCC

Elizabeth Fried is best known for helping her clients quickly achieve insight and move to action for improved individual and corporate performance. Named in 2010, 2011 and 2012 as one of the world's top 15 most influential executive coaches by Coaching Gurus, she has an uncanny ability see what others can't and has honed her talents to bring these insights to her clients. She skillfully helps them focus on *solutions* rather than problems. This keeps conversations at a high level to avoid getting lost in the details. Elizabeth typically combines 360 feedback, behavioral assessments and current neuroscience research in her coaching process. She is committed to helping her clients use their brain power in new ways so they can efficiently achieve the lasting results they desire.



Along with being a board certified executive coach, Elizabeth is an author and former compensation consultant. She has been president of N. E. Fried and Associates, Inc., since 1983, dba The Learning Engine. The firm has served over 1500 client companies with its compensation research, leadership training, and software products and services. She is author of two books (one a Society of HR Management bestseller, which has been used as a supplemental text in HR graduate programs), and she recently contributed chapters to **Extreme Excellence** (2008) and **Coaching for Success** (2009). My Executive Coach is a division of the firm, which maintains strategic alliances with over two dozen of the country's top executive coaches. Elizabeth and her select team of coaches have added significant value to executives at companies both nationally and internationally.

Elizabeth received her Ph.D. from The Ohio State University and obtained her Board Certified Coach (BCC) designation from the Center for Credentialing and Education.

Key Highlights:

- Successfully provided coaching to the Sr. HR Leader of a two billion dollar office products manufacturer and distributor emerging from the brink of bankruptcy to strengthen his communication and delegation skills. This enabled him to effectively reorganize, empower, and mentor staff, helping them to adapt to rapid change and think strategically.
- Coached the CEO of a major aerospace contractor to improve performance of his top team and set the tone for best leadership practices

throughout the organization resulting in lower turnover, reduced absenteeism, and fewer employee complaints.

- Coached the president of a leading environmental lighting company in his desire to expand market share nationally and internationally by identifying and strengthening the leadership capabilities of his top team.
- Coached a top-level executive in a major Federal Government Agency to develop self-awareness and emotional intelligence, reduce stress, improve collaboration with her team and effectively communicate with peers.
- Successfully coached the owner of a Los Angeles based recording studio operating in a volatile, highly competitive environment to improve his problem solving techniques and decision making process that resulted in a significant increase in annual revenues.

Companies I've Worked With (and Years With Each Company):

Nationwide Insurance 1977 – 1983 (Compensation Management)

N. E. Fried and Associates, Inc. 1983 dba The Learning Engine (2006) to present: Sample coaching-related contracts:

- Memphis GLW 2002
- Magline 2002
- Ohio Savings Bank 2002-2003
- Hilton Honors 2002-2003
- Summa Industries 2002-2003
- Ropes and Gray 2003-2004
- SAP 2003-2005
- A-Z Media Group, Inc. 2004-2010
- Welch Medical Library of Johns Hopkins University 2005-2006
- Arizona KDHC 2005-2006
- Huron Consulting 2005-2006
- Burlington Medical 2005
- Capstrat 2005-2008
- Sergeant Fletcher 2006-2007
- Edens&Avent 2006
- Premier Lending Group 2006-2009
- Oilgear 2008
- Sperian Protection 2008
- Georgia National Guard 2009-2010
- Watersound Studios 2009-2010
- ACCO Brands 2009-2010
- Solatube International 2010-2011

- US Dept of the Interior 2011
- San Diego Airport 2011-Present
- Crush Sports 2011-Present
- Blackbox Distribution 2012-Present
- Bregg 2012-Present

Geographies I've Worked In:

USA

Leader Positions I've Coached:

- Middle Management, Director, VP, Sr. VP, and C-Suite Executives

Business/Talent Challenges I've Helped Leaders Solve:

- Strategy and Alignment
- Communication/Interpersonal Skills
- Board Presentations
- Coaching and Developing Others
- Effective leadership
- Effective delegation and empowerment skills
- Effective conflict resolution
- Performance Management
- Image Improvement
- Talent Retention
- Time Management/Priority Setting
- Rewards and Recognition

Leadership Experience:

- Elizabeth is currently President Elect of the San Diego Professional Coaches Alliance. She has also served as VP of Marketing and Board Member at Large. During her tenure she helped to expand their community and professional reach, improve the speaker selection process, oversee the development of an aesthetically pleasing and informative newsletter, and institute a special college membership program to attract students to the field.
- Elizabeth co-developed and facilitated sessions on 360 degree feedback, teambuilding, and communication for The Center for Leadership, a five-day premier leadership program that was offered through the Ohio, Georgia, North Carolina, and California CPA Societies for their members in CFO, Controller, and Accounting Firm Owner roles.

- A vibrant and entertaining keynote speaker, Elizabeth is frequently invited to address audiences on a variety of human resources and performance topics, including 360 feedback design, coaching strategies, employee engagement and business process improvement. Her most recent presentation, **Help Your Leaders Stay Cool Under Pressure: Let Neuroscience Show You How!** has received outstanding reviews and will be offered at the 2012 National SHRM conference in Atlanta
- Elizabeth has coached and mentored graduate student interns in organizational development at the Marshall Goldsmith School of Business from Alliant University since 2003. All of her prior doctoral interns are now earning high five-figure to six-figure salaries. She received the award of Outstanding Intern Supervisor in 2007 for her dedication and commitment to these students.
- Elizabeth served as adjunct faculty at the University of California - San Diego, where she developed and offered a course on behavioral, values and 360 assessment tools.
- During her tenure as a compensation consultant, Elizabeth conducted research on a national scale, where her work has been widely quoted in such publications as **The Wall Street Journal, USA Today, The New York Times, Chicago Tribune, Washington Post, U.S. News and World Report, Ms., Business Week, and Fortune Magazine**
- She served on the faculty of the WorldatWork for 25 years and was on their curriculum development team for many years for their core job analysis and job evaluation compensation course. She also co-authored a Building Blocks Booklet on statically driven base pay programs using multiple regression models.
- On a personal level, Elizabeth served for two years as the VP Public Relations on the board of one the country's largest Big Brothers/Big Sisters agencies. In that role she successfully broadened agency awareness through expanded media exposure, including being a spokesperson in a United Way TV promo, helping to increase funds and services to the organization. She also received the W. E. Richardson Award in 1990, recognizing her as "Big Sister of the Year." Elizabeth has continued to maintain a relationship with her "not-so-little-anymore" sister, Yolanda, for the past 20 years.