

Leadership and Executive Coaching Coach Profile



Freddie Barrett, B.S., M.A.

FREDDIE'S COACHING:

Freddie's coaching is informed by her extensive experience in the corporate world developing and leading sales and marketing teams. As a lifelong learner and committed athlete, her insatiable curiosity and drive for excellence benefits her clients as she listens deeply, senses expanded possibilities, and empowers others to reach new heights of awareness and results. As a kinesthetic learner and student of somatic coaching, Freddie helps her clients increase personal awareness, improve interpersonal relationships, and sustain business results.

Freddie uses a coaching model which looks at life through a series of cycles: clearly going for the goal, sometimes reaching a plateau, consistently asking what is most important to me, and developing knowledge and expertise to move to the next challenge. Her approach to Leadership Development and Coaching combines experiential learning, reflective assessments, and committed action to reach sustainable results and new levels of resilience.

AREAS OF EMPHASIS AND DISTINCTION:

Freddie is similar to other LE coaches, (grounded in organizational and leadership development, assessment-savvy, experienced across industries and types of organizations; well-versed in team-working, knowledgeable about organizational effectiveness and talent management, committed to employing practices to accelerate and sustain change).

Freddie also has distinctive capacities and experiences amongst the LE cadre.

Freddie has worked in a broad array of industries; including telecommunications, software development, and financial services; as well in varied functional areas from sales to organizational development. Many years of experience in Corporate Sales and Management positions make her an ideal coach for those leading sales teams and managing sales cultures, driving aggressive sales goals, and delivering complex business solutions. As Vice President of Sales at Imparto, Freddie has been-there/done-that understanding and perspective. She is passionate about work-life balance and has developed a signature approach to achieving balance that greatly benefits her clients. Like most LE coaches, Freddie operates from the belief that managing energy, (rather than time), is the key.

CAREER HISTORY AND HIGHLIGHTS:

Freddie has spent 10 years running her own leadership and organization development business. In addition to providing executive and leadership coaching, she designs and facilitates leadership development and organizational initiatives to build leadership and organizational capacity and catalyze productive work teams that achieve extraordinary results.

Before her business launch, she served as Manager of Organizational Development at T-Mobile, and spent 9 years at Newton Learning Corporation as a Coach, Facilitator, Team Manager and Group Leader. Prior to that, Freddie spent 20 years in Corporate Sales and management roles; serving as VP of Sales for Imparto Software (Primus Knowledge Solutions), Regional Sales Manager for Netpower Inc., and Channel Sales Specialist for Digital Equipment Corp. In the early part of her career, Freddie earned her secondary business education credentials and taught business skills to high school students.

ACADEMIC EDUCATION:

MA Coaching and Organizational Consulting, LIOS/Bastyr University, Seattle WA

BS Business Management (*Magna cum Laude*), University of Utah, Salt Lake City, UT

CERTIFICATIONS AND SPECIALIZED TRAINING:

- Master Certified Coach (Hudson Institute-accredited by the International Coach Federation)
- Certified Somatic Coach (Strozzi Institute)
- Certified Facilitator of the Strengths Deployment Inventory & 360 Degree Feedback Tool
- Certified Consultant for EQ in-Action and the Bar-On EQ (emotional intelligence assessments)
- Trained and Qualified in MBTI, DISC, and the Enneagram

PUBLICATION:

Coaching for Resilience, article in OD Journal, Spring 2004

REPRESENTATIVE CLIENT COMPANIES:

Freddie's client list includes Intel, T-Mobile, Comcast, Nokia Networks, AT&T, HP, REI, Alliance Life, Janus Funds, Environmental Protection Agency (EPA), Federal Aviation Association (FAA), The Gates Foundation, World Vision, Group Health, and public school educators in the State of Washington.

FEEDBACK FROM CLIENTS:

- "As a new CEO, Freddie helped me believe in my unique leadership style, build on my strengths, and lead from my 'best self'. " – Paul, CEO-General Contractor, Seattle Architectural firm
- "Ms. Barrett has worked extensively with our firm as an executive and leadership coach...Her ability to affect notable and sustainable change with diverse clients is well documented and has contributed to significant qualitative improvements in their work practices as well as their ability to lead their teams through some very difficult changes." – Blaine Bartlett, President, Avatar Resources
- "Freddie supported me through a very challenging transition in my career. With Freddie's insightful guidance and impactful questions, I was able to clarify what is most important in my life, establish practices to move me in a new direction, and take action to create a more satisfying and values-based life." – Matt, VP of Sales, San Francisco, beverage company

FREDDIE'S LIFE AND PASSIONS:

Freddie loves the out of doors, challenging herself physically, and experiencing her connection with spirit. She has run marathons, loves skiing knee-deep powder, bicycles, sculls on Lake Union, and does yoga. She volunteers her time to work with teenagers in a "Coming of Age" program through the Center for Spiritual Living. Freddie has served on the Board of the Women's Business Exchange in Seattle and is currently a Board Trustee for the Seattle Center for Spiritual Living.