

# JENNIFER J. FONDREVAY

## JENNIFER J. FONDREVAY IS ON A MISSION TO REDISCOVER THE HUMANITY IN BUSINESS.

Jennifer Fondrevay is the organizational transformation guru companies need to keep their growth strategies on track. While data is increasingly used to guide business decisions, Fondrevay helps ensure the human component of a company's plan, such as culture, productivity, and retention, remains a cornerstone of success during times of change rather than an inhibitor.



## KEYNOTES

### The Leadership Imperative:

Cultivating the human point of view in an era of data-driven decision-making

Business as we know it has entered the world of big data where numbers are readily available to guide our every move. While data is invaluable for making decisions, it can be easy to lean on it like a crutch, letting intuition fall by the wayside. In this engaging keynote, Jennifer Fondrevay demonstrates the power of gut instinct in decision-making. Human beings may not have the computing power of software programs, algorithms, or robots, but intuition (or inner wisdom) should never be underestimated, especially in business.

#### Key Learning Points

- Overcoming obstacles in today's decision-making process
- Understanding the valuable role gut instinct plays in making decisions
- Cultivating the human point of view as part of the decision-making process; tips for self-improvement and tips for guiding teams

### Managing through Disruption:

Navigating, surviving and thriving through corporate change

People say change is one of the only things you can count on in this world, but that doesn't make it any easier to handle. Going through a reorganization, consolidation, restructuring, or M&A can cause boatloads of disruption in the workplace and leave people feeling confused and discouraged. In this much-needed keynote, Jennifer Fondrevay sheds light on the advantages that come from disruption. When teams are feeling lost and unsure of what to expect in their new roles, Jennifer helps explain how to seize new opportunities and thrive through corporate change.

#### Key Learning Points

- Identifying and navigating the post-announcement transition stages
- Understanding how various personalities respond to change
- Improving communication with colleagues who are experiencing workplace stress
- Assessing the requirements for your success in a new role and pivoting to achieve new goals

## TESTIMONIALS

*"Jennifer's mission and message comes at a critical time. Inspiring her audience to take action, business leaders would be smart to engage Jennifer!"*

Karen Davis, Executive Coach

*"Jennifer Fondrevay is the real deal -- a masterful presenter whose message is so simple and highly compelling. I left inspired."*

Catherine Conroy, Director of Marketing, Panduit

*"SharpHeels needed a dynamic speaker to kick off our tour, and we definitely found that in Jennifer Fondrevay! If you are looking for someone to motivate and move your audience to action, I would highly recommend nabbing Jennifer now!"*

Ashley Poulin, Founder/CEO, SharpHeels

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## WORKSHOPS

Jennifer Fondrevay assists organizations and workforces that are going through a major transition, be it from corporate restructure, reorganization, merger, or acquisition. Disruption is the new norm in business, and with change usually comes fear. Jennifer's experience and insight is critical in helping a company and its employees see past the fear and recognize the innate opportunities that come from change.

Interpreting business objectives for teams and individuals

In working directly with the employees who are presented with a new company message, Jennifer helps them decipher what it means for them, helping them become productive contributors to the new vision as soon as possible.

Optimizing internal communications and critical conversations for clients and managers

Jennifer works with leaders to identify the key messages that need to be communicated by the company, how best to communicate them, and most importantly, how to support the managers and their teams through transition.

Team and individual self-assessments necessary to becoming key contributors

Jennifer works with teams and individuals to help identify specific actions necessary for bridging the gap between where they are now and where key contributors are expected to be in the future.

Keynote and workshop length is flexible and topics are always tailored to your unique audience.

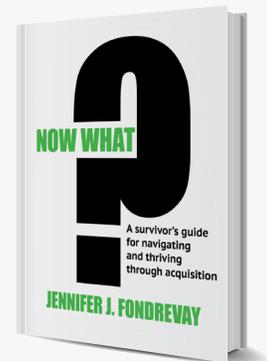
## ABOUT JENNIFER



Surviving all manner of corporate restructuring, reorganization, satellite office "refresh," and multi-billion dollar acquisitions, Jennifer J. Fondrevay has seen firsthand how growth objectives suffer because people strategies fall short of expectations. That's why she's made it her mission to help companies cultivate the human point of view in today's data-driven era.

An internationally skilled C-suite marketing executive, Fondrevay has 25+ years of experience working in global advertising, B2B2C marketing, and corporate communications for a variety of industry-leading companies such as Kraft, Unilever, Nokia, Cadbury, Coors, Gerber's, and NAVTEQ.

Fondrevay is currently writing the book, *Now What? A survivor's guide for navigating and thriving through acquisition*. Her advice targets the masses of middle managers who lose faith in their abilities and can't see how their talents can continue to serve the overall mission, post acquisition. The book serves as a field guide to help employees become more agile, receptive to change, and better understand the opportunities that come from corporate growth.



## LEARN MORE

To learn more, visit [www.jenniferjfondrevay.com](http://www.jenniferjfondrevay.com), or contact us to find out how Jennifer can empower your workplace.

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