

bea fields® companies

GUIDING AND SHAPING LEADERS FOR THE BENEFIT OF OUR FUTURES



Bea Fields is the President of Bea Fields Companies, Inc. and the Founder of Five Star Leader Coaching and Training, a leadership consulting firm currently serving over 800 clients world-wide.

Her latest book, *Millennial Leaders: Success Stories From Today's Most Brilliant Generation Y Leaders* is now on sale through Barnes & Noble and Amazon. The new book explores and analyzes Generation Y – the young adults currently between the ages of 18 and 30 – from a socio-economic standpoint. The book highlights 25 members of this generation who have already made a name for themselves, and provides crucial insights for business and political leaders seeking to tap into this demographic. Fields is also the co-author of *Edge: A Leadership Story*

Fields' educational background includes a bachelor's degree from The University of Alabama, and a certificate degree in Leadership Coaching from Georgetown University in Washington, DC. She holds several important certifications which include The International Coach Federation's Professional Certified Coach (PCC) designation and the Guerrilla Marketing coach certification. She received the Thomas Leonard Award in 2006, which is an honor bestowed on a coach who has exhibited mastery in the profession of executive coaching.

Bea Fields Companies, Inc. has had great success in using a variety of leadership and business development programs to assist clients in the areas of marketing, sales, strategic planning, business development, strategic alliance development, training and event development, creative writing, customer service, and public speaking.

In addition to her consulting work, Fields maintains an active role in her community. She has served on the Board of Visitors for The University of North Carolina's Children's Hospital, and the board of directors for The Sandhills Children's Center in Southern Pines, North Carolina. She has also served as a director for The FirstHealth Hospice Foundation in Pinehurst, North Carolina, and The Episcopal Day School in Southern Pines, North Carolina.

For more information on Bea Fields, visit <http://BeaFields.com>.

For more information on Fields' latest book, *Millennial Leaders: Success Stories From Today's Most Brilliant Generation Y Leaders*, visit <http://MillennialLeaders.com>.

BEA FIELDS, PCC

P.O. Box 177 • Southern Pines, NC 28388 • O: 910-692-6118 • C: 910-724-6730 •
bea@beafields.com

EXECUTIVE COACH, CONSULTANT AND TRAINER

Resourceful, results-oriented professional offering solid history of driving and facilitating improvements in client productivity, profitability, efficiency, and leadership competency seeks position as an executive coach and trainer. Possess extensive network of executives, managers, coaches, and trainers with 65K global members in one organization alone. Recognized as energetic, passionate, insightful, and dynamic professional who consistently produces results, exceeds expectations, and provides prompt, effective problem resolutions. Professional Certified Coach with additional certification in suite of executive assessments and demonstrated talent integrating technology, leading teleclasses, and developing live and online training programs.

Professional strengths and abilities include:

- ♦ Executive Coaching
- ♦ Instructional Design
- ♦ Adult Learning Methods
- ♦ Public Speaking
- ♦ Strategic Planning
- ♦ Marketing & Sales
- ♦ Executive Leadership Development
- ♦ Online Training Course Development
- ♦ Team Building & Development
- ♦ Strategic Alliance Development
- ♦ Training & Event Development
- ♦ Team Building & Development
- ♦ Virtual Team Leadership
- ♦ Environmental Design
- ♦ Communications Training
- ♦ Business Development
- ♦ Creative Writing
- ♦ Customer Service

PROFESSIONAL EXPERIENCE

Bea Fields Companies, Inc.; Southern Pines, NC; www.beafields.com; www.fivestarleader.com 1991 – Present

PRINCIPAL / CONSULTANT / EXECUTIVE COACH

Develop and deliver customized personal and business development training programs tailored to meet individual and team needs in marketing, sales, strategic planning, business development, strategic alliance development, training and event development, creative writing, customer service, and public speaking. Manage branding and web development projects in partnership with web development firm in Romania. Provide oversight for subcontracted virtual assistant and coaches.

Key Achievements:

- ♦ Built and grew executive coaching firm from ground up to six-figure practice within five years as first executive coach on record in region.
- ♦ Gained recognition as one of international leaders in writing and leading teleclasses due to delivery of highly interactive and informative classes, successful training of 2K+ professionals, and effective integration of technology into teleclass training process.
- ♦ Improved both client productivity and bottom-line revenues by minimum of 15% through development and delivery of T.E.A.M. Coaching™ Program, full scope leadership and team development program including robust 360 degree feedback review process, communications training, and team and executive coaching.
- ♦ Designed and developed online training courses including teleclass, webinar, online university, support materials, and ongoing discussion forum. Courses include both online and live

training programs: 12 Foundations of Leadership, Magnetic Customer Service, and Super Star Marketing, as well as five-day online training program for time management and productivity – F.O.C.U.S. Program.

- ◆ Presently developing a full-scale competency model, leadership development and coach training program for a 6,000 member organization in the United Kingdom. Duties include executive and team coaching, competency model design, curriculum design and implementation and developing an ROI model for the competency program.

CoachVille LLC; Southern Pines, NC

2003 – 2006

CHIEF CITY DIRECTOR / LEAD INSTRUCTOR

Direct development and positioning of executive coaches in respective communities. Serve as Lead Instructor for Teleclass Leaders and Personal Environments training programs. Oversee team of 22 international professional coaches and trainers.

Key Achievements:

- ◆ Built, developed, and trained 22-member team to deliver six key signature training programs in both online and teleclass format that generated \$100K+ in last six months. Programs include Personal Environments, Teleclass Leading Training, Your Winning Season, and How to Market Yourself through Publishing Articles.
- ◆ Trained 500+ individuals in art and science of teleclass leading encompassing class writing and delivery, technology integration, and online university building.
- ◆ Developed and delivered cutting edge training program for coaches and leaders, Personal Environments Training Program, utilizing architecture, design, and pattern language. Program is currently being integrated into new coach training division, Center for Coaching Mastery.
- ◆ Created coaching industry's first city ambassador program, City Director Program, to position executive coaches as thought leaders in their local and greater communities. Successfully positioned 22 executive coaches currently serving as training and development professionals and resource hubs for community leaders in cities including New York, Miami, Houston, Raleigh, Los Angeles, Tampa, and Toronto.
- ◆ Currently developing and teaching corporate training programs for Sandhills Community College in Southern Pines, NC, providing coaching and executive coaching for corporate strategic partners of the college.

EDUCATION & CERTIFICATION

Certificate Degree in Leadership Coaching – Georgetown University

Professional Certified Coach (PCC) – International Coach Federation

Graduate – Coach University

Certified Guerrilla Marketing Coach

Certification- The Center for Creative Leadership 360 Degree Assessment Suite

Certified Teleclass Leader – Teleclass.com

Certified Teleclass Leader – Teleclass International.com

Certified in Brian Tracy's Advanced Selling Techniques- Nightingale Conant

Certified in Suite of Executive Assessments: DISC® Profile,

125 Hours of Coach Training – CoachVille Graduate School of Coaching

Bachelor of Science, Major in Food, Nutritional & Institutional Management – University of Alabama

AFFILIATIONS

International Coach Federation
International Association of Certified Coaches
International Virtual Chamber of Commerce
Board Member / Chairman of Marketing and Public Relations Committee, Moore County Chamber of Commerce
President, Member to Member Leads Group for Moore County, North Carolina
American Society of Training and Development

TRAINING EXPERIENCE

Over 20 years of experience in adult education. Most recent training topics (2006 and 2007) include but not limited to:

Capel Inc: **Conflict Resolution**
Capel Inc: **DISC: Improving Your Relationships by Understanding Communication Styles**
Capel Inc: **Managing Your Boss**
Capel Inc: **Maximizing Your Sales Force through Leveraging the DiSC Assessment**
Hagan and Hagan Real Estate: **Your Winning Season: The 7 Keys to Building a Thriving Real Estate Business**
International Coach Federation: **Coaching at the Speed of Y: Leading and Coaching the World's Next Great Generation of Leaders**
Key Mortgage: **Your Winning Season**
Key Mortgage: **Designing a Superstar Team**
Moore County Chamber of Commerce: **Book Review Facilitation: *The Five Temptations of a CEO* by Patrick Lencioni**
Moore County Chamber of Commerce: **Power Networking**
Moore County Chamber of Commerce: **Magnetic Customer Service**
Moore County Board of Realtors: **The 12 Dimensions of Leadership**
Moore County Leadership Council: **Book Review of *Leading with the Heart: Coach K's Successful Strategies for Basketball, Business, and Life* by Mike Krzyzewski**
North Carolina Burglar and Fire Alarm Association: **Superstar Marketing**
North Carolina Burglar and Fire Alarm Association: **The Art of Persuasion**
Pinehurst Business Guild: **Superstar Marketing**
Southern Pines Business Association: **Power Networking**
Southern Pines Business Association: **Achieving Ultimate Success: How to Maximize Business Performance by Driving Behavioral Change**
Van Camp, Meachum and Newman, PLLC: **Building a Thriving Team Using Open Space Technology**

COMMUNITY SERVICE

Board Member / Fundraising Committee Member, Hospice
Board Member, North Carolina Children's Hospital
Board Member, Episcopal Day School in Southern Pines, NC

PUBLICATIONS

Edge: A Leadership Story

illennial Leaders: Success Stories From Today's Most Brilliant Generation Y Leaders

REFERENCES

Elyse Hillegass

CEO

Gaston County Chamber of Commerce

Gastonia, North Carolina

Pam Gantt

President

Key Mortgage,

LLC

Southern Pines, NC

Mitch Meyerson

CEO

Mitch Meyerson Companies

Phoenix, AZ

Bob Friesen

CEO

entech Inc.

Southern Pines, NC

Ron Capel

Vice President

Capel, Inc.

Troy, NC

Contact information for references and additional references available upon