



“Heidi Kraft has redefined coaching to be the ultimate art form. Empathetic and understanding of her clients needs, strengths and weakness, she manages to peel away the layers and get to the essence of their core. Heidi enables the participants to create a plan of action that yields results. She is one of my heros of non-fiction”.

Richard, Sales Director (for a large technology publisher).



Heidi Kraft

Location: United States of America.

Languages: English.

All the expertise: Coach, Trainer, Facilitator.

My best story

“Wait...what time did you hear the tsunami was reported to hit... it was in that moment sitting on the highest hill in town waiting anxiously and with hope... that I realized the importance of clear communication.”

Overview

Heidi combines her solid business experience with her passion to help her clients enhance the leadership skills and behaviours that improve performance and fulfilment in their work. Her role as team coach, facilitator/trainer helps teams work better to foster the kind of professional fulfilment that leads to healthy, creative and dynamic workplaces.

Areas of Expertise

• Executive coach • Organisational coach and consultant • Sales and marketing • Advertising

Licence to Practice

Prior to becoming an executive coach, Heidi spent nearly two decades building a media strategy career in advertising agencies, culminating as a Senior VP, Group Media Director working on leading brands such as Microsoft, Intel and Intuit. Having worked in the competitive and fast paced Advertising industry, Heidi understands the demands, complexities and challenges that executives are faced with in today's ever-changing business environment. She is masterful at helping her clients navigate the multi-faceted business realm in a way that leverages their unique style and desired leadership impact.

- Bachelor of Arts, Sociology, UW Madison, Wisconsin
- Certified Professional Co-active Coach (CPCC), Coaches Training Institute
- CTI Leadership Program, Coaches Training Institute
- Organization and Relationship System Coaching (ORSC)
- Additional and Ongoing Learning/Affiliations: Presencing Institute, Brain-based Results Coaching, New Ventures West & The Enneagram, Foundations of Generative Leadership.
- Affiliations: ICF, SF Coaches.

Satisfied clients, include

Google, Facebook, Novartis, Walmart, Airbnb, Burning Man, Microsoft, Goodby Silverstein, AKQA, Universal McCann, Omnicom and more.

Three words that describe me

Inspiring | Intuitive | Fun