



## **FRED VERHEY**

Fred Verhey is a Principal of The Complete Approach LLC, a strategic communications consulting company. Fred has over 25 years of experience helping Fortune 1000 companies achieve their business goals through strategic communication solutions based on *The Complete Approach®*. *The Complete Approach®* provides leaders and their organizations the communication strategies, processes and tools that will enable them to communicate business critical information to internal and external audiences that ultimately drive business success.

His expertise includes providing optimum communication solutions by consulting with and coaching senior-level executives, managing consulting projects and designing strategic communication plans. Fred also speaks regularly on the power of strategic leadership communications in preparing organizations to execute business strategies.

Prior to The Complete Approach LLC, Fred worked for Decker Communications, Inc., a nationally recognized communications consulting and training company. Fred was instrumental in developing Decker's expertise in communicating strategic corporate messages and helping organizations determine the most effective ways to build employees awareness, understanding and acceptance of company-wide initiatives.

Prior to Decker Communications, Fred managed the training and development of several thousand employees and managers in the hospitality industry.

References provided upon request.