



FRED VERHEY

Fred Verhey is a Principal and Co-Founder of The Complete Approach LLC, a strategic communications consulting company. Fred has over 30 years of experience helping organizations communicate strategic corporate messages, determine the most effective ways to build employees' understanding and acceptance of company-wide initiatives and build leaders' acumen and acuity in the area of strategic communications.

For the past 18 years, Fred has helped Fortune 1000 companies achieve their business goals through strategic communication solutions based on *The Complete Approach*[®] *Methodology*.

The Complete Approach[®] *Methodology* provides leaders and 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.

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

Fred has consulted with and coached leaders at a number of corporations including:

Adobe Systems	Microsoft
Bank of America	Oracle
Blue Cross Blue Shield Association	PNC Bank
Cisco Systems, Inc.	Procter & Gamble
Charles Schwab, Inc.	Synopsys, Inc
Consumer Bankers Association	TD Ameritrade
Facebook	US Bank
Federal Reserve Bank of Cleveland	Walmart
Genentech	Wells Fargo Bank
JP Morgan Chase	Yahoo! Inc.

Fred has a degree in Economics and continues to study leadership and organizational communications.

References provided upon request.