



Better Coaching, Better Business, Better Results

With three decades of executive experience, Frumi & Associates provides penetrating insights that address everything from operational problems to interpersonal relationships to leadership development.

With Frumi's unique blend of wisdom and business acumen, you can:

- Make daily decisions and strategic plans smarter and more effective.
- Ensure key stakeholders—CEOs, administrative staff, clients—are communicating clearly and working collaboratively.
- Interact successfully with challenging personalities, resolve conflicts, and create a high-performance culture.
- Develop the “soft” skills and confidence necessary to earn a promotion, land a new client, and become an exceptional leader.

The Frumi Fix

From strategic vision to tactical action plans, working with Frumi gives you the clarity to develop innovative solutions to difficult problems.

These clients got their Frumi Fix and achieved their goals. Are you ready to achieve yours?

- A customer care center grew revenues from \$4 million to \$12 million in 18 months.
- A billion-dollar public retailer groomed a talented but task-oriented controller into a dynamic strategist and CFO.
- A major accounting firm saved a \$5 million book of business by retaining and reinvigorating a burned-out “rain-maker” who was on the verge of leaving.



Frumi Rachel Barr, Frumi & Associates, LLC
Phone 949-729-1577 | Fax 949-729-1579
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Contact us today for a complimentary consultation.
You are perhaps just one conversation away from
genuine, sustainable transformation.

Galvanize Yourself and Your Team

From one-on-one and group coaching sessions to board retreats and public seminars, Frumi cultivates self-improvement that delivers measurable—and *sustainable*—results.

Leadership Development

- Creating an Inspiring Work Culture
- Communicating to Influence
- Making Strategic Decisions
- Thinking to Break the Box
- Building Open Communication
- Transforming Team Conflict

Performance Management

- Hiring the Best Talent
- Setting and Achieving Goals
- Turning Performance Problems Around
- Appraising Performance
- Coaching Smart People
- Delegating Smartly

Professional Skills

- Managing Projects by Design
- Managing Time in Fast Forward
- Running Effective Meetings
- Meeting Change with Resilience
- Connecting with Your Career
- Working with Communications Styles

All seminars and workshops are eligible for CPE credits.

The Feedback Is As Clear As Our Results

"I just had my "Frumi Fix"! After 30 minutes with Frumi, I now have clarity and know what action steps are required of me to move my business ahead. As a result, I'm empowered during a very insecure time. I look forward to my next "fix"!"

— *Linda Casso, Tuned In Media, Inc.*

"Our coaching initiative with Frumi has made a quantifiable difference to the performance of our regional directors and district managers. The program continues to be successful as a retention and attraction strategy for superior talent."

— *Steve Cook, Managing Director, District 57, H&R Block*

"Frumi has a way of framing the obvious in extraordinary, life changing ways. She has done it for me...on numerous occasions."

— *Tracy Kwiker, President, Pivotal Events*

"We count Frumi Rachel Barr as one of our strategic pillars, key to helping us achieve and maintain success. Frumi acts as an extension of our management team, coaching us through day-to-day as well as longer-term business issues, such as planning, financial analysis, organization, staff development, performance measurements and more. She makes us accountable."

— *Cara Good, CEO, WunderMarx*

Frumi Rachel Barr, MBA, Ph.D.



With three decades of entrepreneurial and C-level experience, Dr. Frumi Rachel Barr is a leading coach and advisor to CEOs and business leaders across the country. Her vast expertise in dealing with business change, along with her strong financial background and sharp intuition, enables her to provide unique and unparalleled counsel to a diverse range of industry professionals. Frumi has served as a founder, partner, CEO, and CFO for a diverse range of entrepreneurial and mature companies.

Partial Client List

- Accenture
- ADP: Automatic Data Processing, Inc.
- Alzheimer's Association
- Greenwood & Hall
- Goodwill of Orange County
- H&R Block
- Kaiser Permanente
- Maritz Interaction
- ROEL Construction Company
- Rothstein Kass
- Stonefield Josephson, Inc.
- Young Homes



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