



“Creating High-Performance Teams”

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FRASER CLARK

Fraser Clark has earned a reputation in the corporate world for developing people to achieve results. He offers clients powerful, pragmatic feedback derived from his extensive knowledge of business tools and the realities of the executive suite – knowledge gained from more than 30 years in the business world. As Vice President of Strategy and Development at Kraft, Inc., Fraser headed many flagship consumer businesses in addition to new product initiatives. He trained and facilitated teams in strategic analysis, innovation, and change management. In addition, Fraser was co-founder and owner of a specialty custom-furniture retailer, Sawbridge Studios. Today Fraser works with individuals and executive teams in consumer packaged goods, healthcare, insurance, manufacturing, education and the non-profit sectors.

Fraser brings a warm, upbeat and rigorous perspective to individual coaching and team facilitation. He helps clients leverage their strengths while addressing their current limitations. He believes that individuals should never stop growing and discovering untapped potential. Fraser’s approach is grounded in a well-rounded fact base, employing a variety of formal assessments and discussion. Using the fact base, he and his clients develop personal insights that lead to new perspectives, more highly effective behaviors and, ultimately, better business results. The client’s process of discovery, practice, and change are supported by frequent progress check-ins against interim markers.

Fraser has degrees in business from the University of Michigan and counseling psychology from the Adler School of Psychology. He serves as an adjunct at Loyola University’s Family Business Center leading the Next Generation Leadership Institute. Fraser is a member of Korn-Ferry’s master faculty for leadership competency architecture, developmental feedback, and learning agility. He is also a member of the Hogan Assessments coaching network and serves as an executive coach at Northwestern University Kellogg School of Management.

