

Amy Hedin and HumanPoint

All About Exceeding Limits

Amy Hedin, 32, is the founder of HumanPoint. The new Eastside firm gives companies the tools to ensure they hire, train, and promote the right people. Amy also coaches teams and individuals, helping them achieve success. She has lived and worked in Bellevue since 2000. Born in the Bay Area, she says, "My family was exceedingly dysfunctional, and I was raised by my god-mother. I wasn't just the first person in my family to graduate from college; I was the first person to go to college."

Amy credits hard work with overcoming her background and preparing her for what she does now. "I made it my mission to learn what makes people succeed. I can tell people from my own experience how to surmount obstacles and maximize performance. It's what I've done with my own life, what I do everyday. When I coach people, it's not out of a book. It comes from how I learned to succeed myself."

Before starting her business last year, Amy was an award-winning trainer for a prominent global training company. She's thankful for all she learned during her time there and the hands-on experience she gained from working with top executives all over the country. But she appreciates not being boxed into a single solution. "Many of the problems that I help companies solve are not fixed by training."

Clients lavish praise on Amy. Rafael Velasquez, Vice President for US Operations of SICMA Aero Seat, enthusiastically recounts her achievements. The French firm is a major supplier for both Airbus and Boeing airline customers. As his company grew from 20 to 70 employees in less than two years, Velasquez had a challenge. His managers had risen through the ranks. They knew and loved their company, but they required more managerial education, training, and experience. Velasquez hired Amy and credits her with really making things happen. "Through group training and one-on-one coaching, she improved the way we led the company. Her tools helped us assess potential employees and evaluate existing ones. She gave us monthly management measures that helped us look at workload and flow and employee effectiveness. I can't say enough about her contribution to our success."

Tony Cheng, CEO of Netstar Communications, Inc., a Bellevue firm that helps companies manage and reduce the costs of telecommunications services says, "We're a growing company and need top performers in every

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position. To get there, we needed a better understanding of how people function so that we could hire people who had the right mix of aptitude and attitude to provide excellent service, every time. Training can't turn the wrong person for the job into the right one. Amy gave us the assessment tools and more importantly taught us how to use them strategically, purposefully."

Lisa Wright is a Senior Project Manager at GLY Construction, a \$400 million a year Eastside firm whose major clients include Microsoft and Kemper Development. She joined the firm in 2006 after 20 years in construction in Bellingham. Wright said, "Bellingham was a different kind of construction scene where everybody in the business knew each other. It soon became apparent after my move that I needed networking skills that weren't necessary in

Bellingham. I asked Amy to coach me in that area and also to sharpen my presentation abilities." Within months Wright was promoted to Senior Project Manager, becoming the first woman at her firm in that position and rising to it quicker than any other manager. She credits Amy with her promotion. "There's no doubt in my mind that Amy enabled me to be more effective at my job and gave me the tools to advance my career."

As her clients advance, so does Amy, but she's never far from her roots. "I am proof positive that history is not destiny. People can learn to succeed. Companies can improve dramatically. If they have the commitment, HumanPoint's coaches and consultants have the tools and the talents to help them."

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