



Connie Pheiff, MPA

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### *Biography*

Connie Pheiff (Fife) is Chair and CEO of the Pheiff Group, Inc. a business architect firm specializing in leadership, personal development, sales, marketing, and motivation. Pheiff Group is a global organization-serving client's around the globe from public to private corporations.

Connie is a motivational business speaker, consultant, personal coach, podcast and TV host, and author helping women in leadership achieve excellence and Be Unstoppable Together. Her passion is helping women find their place in their organization by moving up or out. We all want to be successful; Connie provides the tools to get you there.

### *Bragging Rights*

Connie has earned bragging rights. She is the epitome of a Woman on a Mission. From drag racing, Harley riding, tattooed DIVA... she broke the mold and is not your typical leader.

Connie rocks corporate audiences around the globe. If you're looking for traditional leadership strategies... don't call Connie. If you're looking for a Rebel, Maverick, Misfit and ready to embrace the new era of leadership, give Connie a call. She will rock your audience.

Your attendees will be thrilled by the immediate results they will achieve after hearing Connie's powerful, professional presentation. Each of her programs and handouts are customized for your group's individual needs. Her team will research your group to ensure your needs and desires are best met.

### *The Power of Laughter*

As Connie be-bops around the country, she realized a few things... from the conservative conversations from her grandmother's front porch in Louisville KY to the bustling streets of Los Angeles, there are professional men and women asking themselves the same question "do I go up or out?" But don't know how to make this happen... and Connie is up for the challenge. She found herself in this same spot not long ago and she helps professionals put on their BIG boy or girl boots and make it happen.

Entertainment is in her blood~kin of Loretta Lynn and Minnie Pearl. Don't be surprised if she walks on stage wearing the famous hat and twanging her banjo. Connie uses humor in her keynote speeches to keep the audience attention. In the end, as she steps away the audience realizes she has snuck in and taught them something. She always knows how to strike a nerve.

Connie is a lifelong teacher and lifelong learner. She reads, writes, and attends training workshops to maintain her skills and continually improve her craft. She is the best listener you will ever meet. She learns more from her clients than they will ever learn from her.

### *The Road to Success... When Life Throws You Curveballs*

Connie was cleaning houses before filling houses. At the early age of 12 she was leading four businesses cleaning houses and grocery shopping for neighbors, babysitting, and ironing men's shirts. Her early training led her to become the Director of the United States Chamber of Commerce, and her affectionate role as the Chair and CEO of Girl Scouts USA from 2000 to 2006, when the Girl Scouts realigned. Since that time, she has led her own company, the Pheiff Group, founder of the *Total Leadership Academy*, *Business Accelerator Academy*, and the *Global C-Suite Women's Network*. Connie is the Immediate Past President of the National Speakers Association, GLAC and Member National Speakers Association and a founding member of the C-Suite Advisers Network.

Things were going well, Connie was a leader in the boardroom, excelled at helping executives advance to achieve excellence, her dream career. But then something happened that completely turned her life upside down.

It was June 2005; things were excellent... before lunch Connie was recognized as the leading CEO of Girls Scouts... after lunch the announcement came... Girl Scouts nationwide would realign. The top 10 Councils from across the country would lead the realignment creating best practices for the remaining 300 councils to follow. Connie was #1 to lead the realignment and complete her mission within one year.

It was a huge blow; on June 30, 2006 it came to an end. Connie started digging into personal development books like *Think and Grow Rich* by Napoleon Hill, *Three Feet From Gold* by Lechter & Reid, *48 Days to the Work You Love* by Dan Miller, and *The Secret* by Rhonda Byrne. Connie decided to make lemonade out of lemons and embark on her journey she calls "BE UNstoppable." Eventually material possessions were no longer a necessity; the large house, a driveway that looked like a parking lot, membership to the country club. Friends and family said she was crazy giving up on "the American Dream."

Connie realized losing her position of CEO for the Girl Scouts wasn't a tragedy at all it was a gift. It's been over a decade and Connie's motto is BE Unstoppable Together. In the years since Connie' relocated to Southern California and her plans to travel the world are just the beginning. Her appetite for leadership and her passion for personal development, health, and travel while helping others discover their value up or out of business is a formula for happiness.

At the same time in 2006, She learned she was adopted. A curveball she never expected. She grew up always curious about the dynamics of her family but never found the answers she was looking for until learning the truth about who she was and her family story. Connie is one of the few people who have been able to turn her struggles into triumph and share with audiences across the globe so they too can find their voice and their success.

### ***Businesswoman***

Connie began her business in 2006 as Pheiff & Some, Inc. a small consulting business in Northeast Pennsylvania. She changed the name to the Pheiff Group, Inc. and quickly grew the company into a large business selling thousands of leadership, marketing, sales and professional development programs through large organizations like PNC Bank, Red Cross, United States Marines, Lia Sophia Jewelry, Mary Kay Cosmetics, UPS, Business Journal, Future Business Leaders of America, National Foundation Center and 1,000s of entrepreneurs around the globe.

Her transformation continued when she returned to school to complete a double masters degree in Public Administration, Business Administration with a minor in organizational innovation, marketing, and finance. Connie also studied the behavior of people, what motivates people, and became certified in multiple personality style assessments including D.I.S.C., Kolbe Learning Styles, and SM. A.R.T. (Yes, this is the correct spelling).

Connie shares herself and quickly builds a relationship with audiences from her leadership, motivation, and people connection to Be Unstoppable Together. She puts her all into sharing her experiences, energy, and entertainment.

**Author:** She is the author of four books and 1000s articles on success, leadership, sales, marketing, personal development and motivation. Copies are available for conference attendees: *Marketing Masters*, *The Art of the Ask*, *The Art of Telephone and Sales Letters*, and *Find Your Passion for Action*. Her next writing project is *Emotional Engagement* with a focus to help leaders motivate their team to want to do more. She will write her memoir, but only after she has put a tent on the world to achieve excellence and Be Unstoppable Together.

**Podcaster & Television Host:** Connie is the Executive Producer and Host of the hottest business show with an edge: *Up or Out with Connie*. The show is like being on steroids. Connie blows your mind with real business advice from some of today's leaders in business in less than 20-minutes. Up or Out with Connie is the female headliner on C-Suite Radio and Conscious Business Radio.

**Coach and Mentor:** Connie's sweet spot is coaching leaders to become the best version of them. Because of her busy schedule, she only takes-on ten new-coaching 1:1 coaching clients each year allowing her to give more attention to her clients needs.

**Consulting:** A Fortune 500 executive team made a profound comment during a coaching, one that Connie will never forget, "Connie we love your program, but you're missing one important detail... how do we get out?" She went into action immediately and created her signature Total Leadership Academy. A three-month program where executives learn their value and make the ultimate decision to move *Up or Out with Connie*.

Connie didn't get here by chance. You name it she's done it! She is not bashful, in her twenties sex, drugs, and rock n' roll was her way of life. She has overcome many of life challenges; could be the title of her next book. She is a CEO deeply rooted in southern folklore. She considers it a privilege to be able to work and speak with people to help them be bold, be connected, and be unstoppable together.

**In 2016, Connie was selected as the spokesperson for the CA Future Business Leaders of America and received the California award for the Executive Coach of the year.**