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HR HUNTSMAN  
SPEAKER & COACH

# LEADER'S EDGE PERFORMANCE ENGINE

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CLIENT RESULTS



HR Huntsman | Leader's Edge Speaker & Coach | 360.970.1985 | [hr@yourleadersedge.com](mailto:hr@yourleadersedge.com)

# LEADER'S EDGE PERFORMANCE ENGINE

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## LET'S CONNECT

Credibility is very important to me, as it's the foundation for trust... especially if there hasn't been opportunity to build it yet. It's a great honor to have so many clients willing to share their experience - to help you make a decision about my credibility as an Agent of Change.

I founded Leader's Edge, and have been blessed to empower leaders for 30+ years. Working with hundreds of leaders across dozens of organizations continues to fuel my passion to help build teams while creating growth. My key mission, **"Change the world, one leader at a time."**

Combining the art of human development and science of business strategy, I have a unique skill set to impact all the complex facets of growing a healthy organization.

I'd love to work with your team, please reach out!

*HR Huntsman*

Executive Coach & Business Strategist

Founder & Creator of Leader's Edge/Performance ENGINE



WE HELP LEADERS AND TEAMS BECOME THE VERY BEST VERSION OF THEMSELVES



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# WHAT TO EXPECT

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DEFINING EXPECTATIONS IS KEY TO SUCCESS

## WE WILL HELP YOU

**E**stablish Your Purpose  
**N**urture Your People  
**G**enerate Your Scalable Plan  
**I**gnite Your Performance  
**N**ail Down Your Processes  
**E**arn Higher Profits

**Hiring & Onboarding**  
**Live Team Workshops**  
**Performance Coaching**  
**KPI & Success Trackers**  
**Online Learning Center**  
**Leadership Development**  
**Accountability & Support**  
**Scalable Business Strategy**  
**System & Process Documentation**

## EXPECTED RESULTS

**HIGHER Profits & Margins**  
**INCREASED Team Retention**  
**IMPROVED System Efficiency**  
**TRUE KPI Success Measurement**  
**WORKING "ON" not "In" the Business**  
**GREATER Time and Financial Freedom**  
**SCALABLE, Documented Business Strategy**



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TESTIMONIALS...

What it's like to work with HR & Leader's Edge

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## DAVE BROWER

CMI - Owner & CEO

When Dave asked me to lunch, he already had a well known, successful company. They plateaued and needed help to break through to the next level. We did a complete overhaul of everything, the most dynamic being the leadership training platforms, empowering emerging leaders freeing Dave and his partner to focus on strategy and connections.

"During this period our company **growth was beyond that of any time in our 40 years in existence** which included our team (100%), sales, new customers and retention. We were able to retain our team and hire new members during a time when many businesses were failing on both fronts."



## DAVID KALLANDER

David Kallander - Owner, Ranger Heating and Cooling

David was exhausted, ready to sell his business and move on... until he implemented our team building system and discovered how to hire for culture, onboard with intention, and empower his leaders. They are now having record profits and his work/life balance is better than ever. In two years since implementing our systems Ranger has had **multiple 7 figure gains** and are on track for another record year, three years in a row.

"Ranger has had two back to back 'best year ever' thanks to HR and Leader's Edge."



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## CONNOR ROESCH

MaxCare of Washington

Like many companies we work with growth was MaxCare's greatest problem. They had outgrown their outdated systems and strategies and the team was frustrated and overwhelmed. We implemented our Efficiency and Team Building systems and watched their production hit new levels...**almost \$10 million increase over the last 3 years.**

**"Thanks to HR and Leader's Edge we just had the most profit-able year in our company's history."**



## KASHIF SAEED

EMA of Washington

Implementing our Efficiency and Financial Systems helped EMA, a prestigious spine clinic in Washington smooth out and document their processes, improve their communication, gain back trust from their provider partners and radically increase cash flow. Our Team Building System has transformed their hiring and onboarding of new staff for a much stronger team.

**"After our first year with HR and Leader's Edge our net profits increased by well over half a million dollars!"**

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## DR MICHAEL LONG

Renaissance Chiropractic Clinic

"Originally, HR helped us create a strategy to scale our business to have a healthy, marketable business to pass on to the next generation. We then began working with HR 1:1. Our whole office team had the opportunity to attend a Leaders Edge workshop. **From that day on, our business has drastically changed.** With HR's help we have revitalized our mission, vision, and core values and make all of our decisions through this lens. I believe HR and Leaders Edge has breathed life into our business and set us on a path for increased efficiency, profitability, and a destination workplace where we have fun striving towards our goals!"



## REBECCA BROWN

Jacobs & Jacobs Law Firm

Jacobs & Jacobs is a prestigious law firm that was stuck in the past. They needed new ideas, new approaches and a fresh look at their team. We have completely reworked their leadership and team structure, updated their hiring and onboarding practices, as well as their messaging and marketing strategies. This has led to a **25% increase in new cases in 18 months** and their own employee satisfaction assessment skyrocketed from 43% to 80%.

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## LEAH KNOLL

Strategy 3 Marketing

"Being a business owner can be a lonely place... somehow, with books and pure determination, I should just be able to figure it myself. Or so I told myself - which kept me from hiring a coach. I then discovered a number of business owners I respected had hired HR. After a few discussions, I made the decision that if I wanted to take my business to the next level, I needed HR in my life too. After hiring HR, I not only experienced my **greatest revenue growth year-over-year**, but I also gained an amazing support system to deal with additional challenges growth brings."



## COREY CAMPBELL

President, Classy Chassis, Inc.

Classy Chassis needed help developing their growing team for future expansion. Our Team Building system gave them a strong framework for hiring, onboarding and training. We also helped them with their messaging and client experience systems. With this solid framework they were able to **double their number of sites and revenue within a 3 year period**.

"HR is a consummate professional coach who brings clarity and greatness to leaders, teams, and individuals with a depth of knowledge, values, creativity, and listening that I have found unsurpassed in my 30+ years of business."

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## LINDSEY LUNDHOLM

Sterling Inspections / Sterling Clean / Sterling Lighting

"The ability to lead my team has been transformed since working with Leaders Edge. HR worked with me to overcome personal challenges that were getting in the way of being the leader my team needed. This growth allowed our team to navigate many industry and world challenges we've seen over the past few years. We have **increased our team size by 50%** during a time when many other companies were cutting back! Investing in Leader's Edge, their coaching and consulting, has been the best business move I've ever made."



## JORDAN JACOBS

Claims Management

"We measure the evolution of our company in two distinct periods: BEFORE and AFTER Leader's Edge. HR and team have been integral in helping us lay the foundation and systems we need to manage our rapidly growing business and thrive. Since working with Leader's Edge, **our staff has doubled, yet yielded a microscopically low turnover rate**. HR helped us create effective interview, hiring, onboarding, and training systems. In the middle of the most competitive labor market in our nation's history, our turnover rate has plummeted due to the incredible teamwork done by Leader's Edge. By implementing the Leader's Edge success trackers, we watched our performance and profitability skyrocket."



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## ROBERT L. SEARS

Attorney at Law, Sears Injury Law PLLC

When I met Rob he was still in the weeds doing the work of an attorney rather than the work of a business owner. We helped him create great hiring systems which freed him up for powerful community connections that have propelled his business to amazing heights in just 4 years.

"Working with HR has been a game-changer. Our practice has skyrocketed in success over the last couple of years. We are **now the largest personal injury law office in the state of Washington**. HR and Leader's Edge have helped us immensely on that journey. I cannot recommend HR enough, and to anyone looking to take the plunge, dive in headfirst. You won't regret it."



## JACKI MICHAELS

Andrews Fixtures / Michaels & Associates

When Jacki bought the century old Andrew's Fixtures Company their project management systems and pricing model were very outdated. Implementing our Efficiency System we updated their project management from whiteboards to chip tracking for every order through every step of production. We also took a deep dive into their pricing model and helped them update their pricing packages for greater margins and profit. Andrews is now on their way to **record revenue and profits** with a much healthier team.

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## SPENCER & KIM

Freeman Law Firm

Spencer & Kim brought us in to hit "restart" and transition their practice. We helped them build their foundational statements, design a marketing strategy, create efficient systems, and hire for their desired culture. The result has been a meteoric trajectory.

"HR and the entire Leader's Edge staff are incredible, far beyond what we imagined. They are winners and build winners. After two years, our case inventory increased over 400%, a **4x growth in revenue**. As a result of working with HR and Leader's Edge, we are building a powerful new brand in our industry, and our community. It is one of the best business, and personal, decisions we have ever made. We cannot recommend HR and Leader's Edge too highly."



## TOM JACOBS

Attorney at Law, Sears Injury Law PLLC

Tom came to me asking for our help in with his exit and retirement plan. Like many family businesses his practice was based on oral tradition. That prevents growth and scaling. We helped them build and document better hiring, onboarding and marketing strategies. **In 18 months cases are up almost 25%.**

"Leader's Edge jumped in with great suggestions and helped us through a difficult time internally and externally. I cannot say enough about the coaching our leaders have received from Leader's Edge, they care and are skillful and experienced in solving problems of all kinds. I highly recommend them."

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## JACKIE SMITH

Jackie M. Smith, MSW, LICSW - Touchpoint Counseling & NeuroWave Feedback

When Jackie reached out, she was in the all too familiar, leadership bottleneck - spending a majority of her time as a therapist instead of a business strategist. Creating a clear onboarding plan and documented systems helped change that, and now her team clearly understands their value proposition. In ONE YEAR, her practice has doubled in size and she is actively looking at expanding to two new locations.

"HR has been instrumental in helping us **double our clinic revenue in our first year** working with him. We are fully expecting to double again next year with our new site."



## NICOLE FISHER

Partner - Jeff Baker & Assoc. CPA

Major growth problems is what Nicole and her team were dealing with. Far more business than they could handle stressed out their leadership team and systems. Nicole was incredibly burned out when she reached out to me. We went to work and helped develop new systems, processes, and team structure to handle increasing business. In two short years we've seen a **42% revenue increase** with less stress.

"With HR's guidance we are just wrapping up the greatest growth and revenue year in our 40 year history."



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## LORENE FINK

*MVS (Third-Party Vehicle Licensing Company in Arizona)*

Lorene's profits had plateaued and we helped restructured her pricing model, examine expenditures, analyze market trends, and compare to local industry standards. Their profit margin has increased by 10% with net profits being at an all-time high.

"Since Leaders Edge began working with our team our growth has seen an **increase of revenue of more than 22%** since 2020. We raised our prices to meet a 30% net profit. HR with Leader's Edge is the person you want on your team."

***"Hard work and accountability alone will not build a great organization."***

***To scale successfully, you need a high performance engine."***

*- HR Huntsman*





# EXPECTED OUTCOMES

LEADER'S EDGE



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WE LOOK FORWARD TO EMPOWERING YOU AND YOUR TEAM FOR A GREAT FUTURE

## OUR STRONG BELIEF

*We believe that all business - is people business. The single greatest investment any organization can make is in their growing leadership base.*

*Nothing else affects the ability of an organization to achieve its mission and earn greater profits than the growing maturity of its leaders.*

### FIRST EXPECTATION

You will have less drama, clearer communication, and greater team buy-in so that you easily retain top talent and build a destination workplace.

### SECOND EXPECTATION

You will have a clear, scalable strategy so you no longer waste time, energy or dollars and can focus on being effective while gaining market share.

### THIRD EXPECTATION

You will have performance metrics and the blueprint for building a culture of accountability so you no longer spend time babysitting, and instead have a team of high performers.

### FOURTH EXPECTATION

You will have seamless systems and processes in place so your business runs like a well-oiled machine - and you can focus on the big picture rather than putting out fires.

### FIFTH EXPECTATION

You will no longer be stuck at the center of the biz - and instead have greater time and financial freedom so you can fully enjoy your life.



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GROWING LEADERS

AUTHENTICITY

EXPERIENCE

ACCOUNTABILITY

STRATEGY

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