

CHAIR NAME: Bruce Merrell
MEMBER NAME: Jeff Dance
FREELANCER NAME: Alvin Charity

Holistic Leadership

Good Leadership has a Personal Focus
Bringing the Vistage Experience to Life
Vistage Member Profiles

[Company Profile]

Jeff Dance
Fresh Consulting
CEO and Co-Founder

- Over 365 employees globally
- 400+ Clients
- Integrated collaboration for strategy, design, software, and hardware

[Pull Quotes]

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Find Advantages in a Changing World

Jeff Dance has recognized the value of a dynamic internet since 2005. He quickly realized the internet was growing, providing opportunities to connect and innovate in ways that were not previously possible. Recognizing the growth of this multidisciplinary setting, Jeff started Fresh Consulting in 2007 to combine technical experience with design savvy to help teams grow with the changing technologies of the time.

"I started Fresh to help companies stay fresh and take advantage of a lot of the new tech. [Fresh] is part creative, part technical [...] kind of like an 'innovation as a service' company."

Working alongside major players (Microsoft, Google, and Amazon) as well as mid-sized organizations, Fresh has helped develop products centered around hardware, software, robotics, web applications, enterprise systems, and websites. All with a commitment to leadership, personal development, and growth.

Business Focused Personal Development

Jeff attributes many of the key decisions he has made as the CEO of Fresh to his involvement with Vistage and relationship with member chair Bruce Merrell. Vistage was a way for Jeff to connect with other leaders who face similar struggles when they started out or during periods of consistent growth.

"The biggest thing I've seen is that companies grow when they are in Vistage because they understand that hard things and challenges are just part of business. And so it's like 'okay, I'm not alone. This is just normal'". Participation in Vistage has allowed Jeff to process the more difficult aspects of leadership and growth in a collaborative, mentoring environment.

But working with Vistage also teaches balance, or "working on the business versus in the business." Jeff found tremendous value in having the support of a mentor to talk through key issues and make better decisions.

Working with Bruce and Vistage is not just about growing his business. Vistage values personal development, offering training about caring for your own health as a leader. This is especially important for an organization like Fresh who provides consulting services for a wide array of projects, including product strategy, customer experience, systems design, video production, app development, manufacturing automation, and robotic software development. Vistage helps keep all of these things in perspective.

"Rating yourself and your own health personally every month, that's just part of the DNA. How am I doing personally? How is my team? How's my business doing? There's a personal aspect to Vistage that is intertwined with your business."

The Vistage Advantage

Jeff says that Vistage is for anyone who is serious about leadership and working on the business versus in the business. "I think the value comes through commitment. Every few sessions there's something really valuable that you'd actually implement. And a mentor like

Bruce can talk you through a key decision. [...] Bruce is a good listener. He is also good at giving advice on issues, but I think he's best at helping you make your own decisions. He does a good job of guiding without overstepping."

[Additional Quotes]

"You know, I do believe Vistage helps people become better leaders and better leaders make better decisions. And better decisions will result in a better business. I think if you care about growth, leadership, and personal development, there is value there."