

# Gretel Bakker

Founder and Managing Director



“The essence of our work is finding out about people, asking the right questions and working in creative ways... to be open, agile, and to have the foresight to create the best solutions.”

## Expertise:

Transformation  
Organisational and cultural change  
Innovation and creativity  
Systems thinking  
Communications & engagement  
Change management  
Design thinking  
Neuroscience  
Visioning & strategy  
Leadership development  
Executive coaching  
High performing teams  
Agile and lean design  
Sustainability

## Qualifications:

Leadership & Culture: DNA for an Age of Disruption (Harvard)  
Leading Transformation in the Digital Age (Harvard)  
Customer focused Innovation (Stanford)  
Graduate Certificate of Neuroscience and Neuroleadership (Middlesex University UK)  
BA Creative Industries - (QUT)  
BA Business - (QUT)  
Life Styles Inventory™/Group Styles Inventory™ Accredited Practitioner (Human Synergistics)  
EQi2.0 Certified (Multi Health Systems)

For 20 years, Gretel has established, grown and led Performance Frontiers — a company that partners with some of the most visionary leaders and organisations navigating cultural change and business transformation.

From Fortune 500 companies to local startups, Gretel works alongside CEOs and their teams to help them envision the future they want to create, and then develop their strategies, cultures, mindsets and behaviours to make their vision a reality.

In her work as a design-thinker and facilitator, Gretel gets to the heart of the matter and supports people to create practical and holistic solutions to even the most complex challenges. Her engaging, incisive approach helps leaders develop their creative and critical thinking, clarity and momentum to break new ground and maximise their performance.

Gretel has worked extensively as a mentor and executive coach of leaders from all levels and industry sectors, across Australia, Asia and North America.

She has presented as keynote nationally and internationally, and is regarded as a thought leader in the fields of whole-systems thinking, transformation, human-centred design, arts-based practice and leading through disruptive change.

Gretel continues to work today with optimism and heart-felt commitment to tap into the full potential of people and the collective power of communities and networks.