

# Fredy Namdin's Biographical Sketch

Strength | Resilience | Perseverance

We enable our clients to overcome tough times.

We do not offer unrealistic promises. Instead, you and I will be working together in the real world where everything is unpredictable yet its potential limitless.



My name is Fredy Namdin.

I graduated with double degrees in Engineering and Commerce from The University of Western Australia. During my corporate years, I worked as an analyst in some of the biggest companies in Perth such as Bank West, Synergy and Western Power.

For more than a decade, I owned and managed my own mining and industrial supplies business, operating in a niche consumables market in one of Perth's industrial pockets. My decade of experience as a business owner, in the school of hard knocks, has equipped me with an authentic business acumen that was not taught in business schools.

The following is a list of the tough times we have overcome:

- the AUS dollar currency crash that caused a loss of tens of thousands of dollars in import
- competing with an ex-employee who knew all our customers and products
- major customers who left for much larger competitors
- new strong players engaging in price war
- mining bust causing major economic downturn
- serious personal health issues due to excessive work
- principal staff sudden leave due to a major accident
- customers who went bust owing thousands of dollars
- customers credit issues causing huge pressures on cash flow
- mental exhaustion affecting people closest to me

This quote has been a powerful inspiration throughout darker times:

“Even though I walk through the valley of the shadow of death, I fear no evil;” (Psalm 23:4a)

These critical times caused a shift in my perspective and to question where I was heading. It made me realize how much more I could have done in life and prompted me to search for a new career path. It compelled me to reach out to other people, to help them recover and thrive during tough times. I started to develop how to do this effectively through professional coaching. After several years of coaching training I am now a qualified professional coach looking to help others overcome tough times.

Join me in turning around burnout, frustration and failures, and transforming them into strength, resilience and perseverance.

*Fredy Namdin*

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Certificate IV in Life Coaching (Life Coaching Academy)  
International Coach Federation Global Members  
Bachelor of Commerce (The University of Western Australia)  
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