

# MEDIA KIT

CATHY  
"FITZ"  
FITZHENRY

And you can call her "Fitz" too!

[WWW.CATHYFITZHENRY.COM](http://WWW.CATHYFITZHENRY.COM)

[WWW.THELEADINGHEART.COM](http://WWW.THELEADINGHEART.COM)

+1 (402) 532-1235

[FITZ@CATHYFITZHENRY.COM](mailto:FITZ@CATHYFITZHENRY.COM)

THOUGHT LEADER  
AUTHOR  
ON HEART-BASED  
INTUITIVE LEADING  
AND LIVING

2025

# ABOUT "FITZ"



Fitzhenry empowers others to access and align with their heart's deepest passions.

No stranger to business, Fitz has launched, scaled, and led companies both domestically and internationally. She has mentored C-suite CEOs and senior leaders across the globe, with many mentees remaining under her guidance for more than 15 years. Her expertise spans content creation, business turnarounds, and organizational growth.

Today, Fitz pioneers "The New Leadership Journey," equipping leaders to thrive in VUCA (Volatile, Uncertain, Complex, Ambiguous) and BANI (Brittle, Anxious, Nonlinear, Incomprehensible) environments. She teaches that, in disruptive times, yesterday's leadership skills won't carry leaders into the future—success now demands tapping into inner wisdom and guidance, integrated with data-driven decision-making.

With over a decade at the forefront of heart-based intuitive leadership, Fitz continues to inspire and shape the next generation of resilient, purpose-driven leaders.

## STATISTICS

# 67% USE IT BUT DO YOU?

**CEOS STILL TRUST  
INTUITION OVER  
DATA-DRIVEN  
INSIGHTS, SAYS  
KPMG STUDY**



2025



# Fitz-Discusses Heart-based Intuitive Leading and Living Based on her 6 Books

The HEARTBEAT SERIES



[Click here to learn details about Fitzs books](#)

Heartbeat - Leadership Wisdom: Designing Leadership Intuitively **(Just released !)**

Heartbeat - 10x Leading and 10x Living

Heartbeat - Why Heart-based Leadership and Courage Matter

Heartbeat- The Power of Bold Love, Beautiful Wisdom and Brave Will

Heartbeat - Staying Out of Life's Muck

Heartbeat - Conversations With My Heart

Coming in 2026 - Heartbeat - Accused: Finding The Conviction of My Heart





# How She Does It

## TESTIMONIALS

*“Fitz has done it again with this extraordinary book that will unlock a leader from indecision, stress and foggy thinking. Fitz has helped me tap into my innate intuitive intelligence as a guidance system. I uncovered core competencies I had never recognized before, and within one year, I became very aware and observant, allowing me to move through life and decisions differently. Fitz provided me with the opportunity to advance my awareness of this innate intelligence, which has become a remarkable guide in my life.”*

*Jack Loucks, Ontario, Canada*

“When stress is at its peak, we have a choice as leaders: we can succumb to it or seek wisdom from our higher self — the energy behind the ‘I am.’ I appreciate the time and effort Fitz puts into helping leaders like me gain the ability to ‘intuit through it.’”

Ray Liss, Nebraska, United States

“Tapping into my innate intuitive intelligence has been a transformative experience. It fuels my ingenuity, ignites unprecedented creativity, and consistently guides me toward achieving what I once thought impossible. Mastering accessing my inner wisdom has become a practice I would advocate for as a leader of leaders”

Lori Stohs, Nebraska, United States



Content Creator in addition to her Heartbeat Series of books.

## LEADERSHIP WISDOM



## THE LEADERSHIP POWERPACK



## THE DEEP DIVE WITH FITZ



## THE LEADING HEART COMMUNITY



# Fitz's Brands

Fitz's YouTube channel attracts leaders who recognize that she understands what they are thinking.

Practical, Heart-based leadership lessons for real growth. Get ONE Lesson And TEN Different Ways To Experience It. "An amazing resource for any leader who coaches and mentors."

Fitz mentors leaders and speakers, offering deep dives into mastering the art of speaking as a Vistage Speaker, or---

Mastering leading and living intuitively. She also provides deep dive summaries of her own work and that of other thought leaders. Key changes and clarifications:

Fitz's free-to-join online community brings ideas, new perspectives, and tools that she often uses when mentoring leaders.

This community emphasizes that it is not "woo-woo"—it's about working opportunity with wisdom!



# CONTACT FITZ

PHONE: +1 (402) 532-1235

EMAIL: TRIPLEBTEAM@theleadingheart.com

Text Only 708-209-8387

Location: Bennington NE (Omaha)

Websites:

[www.TheLeadingHeart.com](http://www.TheLeadingHeart.com)

[www.CathyFitzhenry.com](http://www.CathyFitzhenry.com)

[www.LeadingABetterWay.com](http://www.LeadingABetterWay.com)

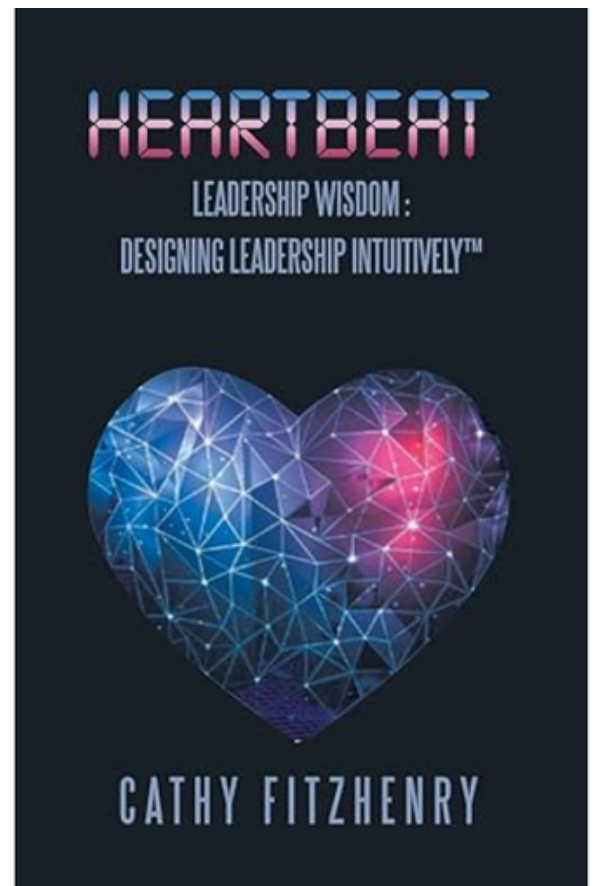
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Instinct, intuition, 6<sup>th</sup> sense are all different than the innate intuitive intelligence. When you learn to unlock it, communicate with it, and let it help you discern things in life---- your life will never be the same again.

Cathy "Fitz" Fitzhenry



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