

# MEETING THE CHALLENGE HEAD-ON

Bringing the Vistage Experience to Life



**Kelly Wade Fry**

Owner & CEO

Kelly Wade Jewelers

- Custom jewelry curated by a graduate gemologist
- Serving San Antonio and beyond since 2017

## UNDERSTANDING THE FUNDAMENTALS

Kelly Wade Fry has been striving to focus on the big picture in her business and allow her team members to grow as leaders. Learning to delegate confidently can be difficult, so for help, she turned to a Vistage peer advisory group facilitated by Chair John Vegas.

Meeting monthly with fellow business owners and CEOs, Kelly is finding her way forward using a discussion format called “issue processing.” A member presents a challenge or opportunity for group exploration, which helps them evaluate plans and reveal insights and options.

"Issue processing is fascinating because it never becomes easier for anyone. You have to refocus and restate and hone in on what you think."

In Kelly's experience, her peers, who come from various backgrounds and industries, offer the perspective she and other members need. "The challenges are all as different as our businesses are, but there are certain fundamentals. It is really helpful to understand that some challenges are universal."

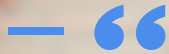


## WORKING ON THE BUSINESS

Vistage provides Kelly the opportunity to address strategic choices with support and input from her peers. She's finding that the experience allows her to get out of the trenches of daily operations. But she did need to learn to trust her team.

"I think it's a challenge for every business member to disconnect from your team for a day and say 'you got this, people.' It's not reasonable to think you're going to be there to fix every problem."

That's a great lesson for any executive who wants to run a business and enjoy a personal life!



When you're meeting with John, you can really see the depth of his relationships with other people in the group. He encourages us to look at each other's notes and see who we can team up with.

## AN ADVOCATE FOR GROWTH

Perhaps what Kelly values most about her Vistage group is John's honest feedback. "John challenges you in every way. He's not going to say 'You're right, that was a great decision.'" He plays Devil's Advocate so that you're always striving and growing."

The process may not be comfortable at times, she admits, but it's always worthwhile. "Sometimes the advice is not what you want to hear. But you really have him there to hold you accountable when you're a leader in your business."

