



What Will Set You Free

Certified Coach

Jean Hendry

Jean Hendry is an Identity Transformation Coach and Freedom Coach with over 30 years of executive leadership experience, including 15 years at IBM, helping high-achieving women close the gap between who they're becoming on the inside and how they're actually showing up in the world. As founder of **Be Brilliant, LLC**, she has spent over a decade guiding professional women through the disconnect between internal growth and external life — across work, relationships, environment, and self-presentation — so their outer world finally reflects who they've become. Her approach blends corporate-grade credibility with real depth work, integrating Jungian psychology, neuroscience-based identity research, and an intuitive ability to read people at the level of their vulnerability.

Her Identity Transformation Process Includes:

- **Discovery** – Getting honest about where you actually are, beneath the role you've been performing.
- **Shadow & Integration** – Facing the parts of yourself you've disowned or outgrown, so they stop running the show from the background.
- **Vision** – Clarifying who you're actually becoming, not who you think you're supposed to be.
- **Gap Analysis & Strategy** – Naming precisely where your inner growth and outer life have stopped matching, and building a real plan to close it.
- **Obstacles & Operating Principles** – Identifying what's been keeping you stuck (often perfectionism, over-functioning, or old identity) and replacing it with principles you can actually live by.
- **Integration & Practice** – Anchoring the shift through tangible tools, such as environment, wardrobe, ritual, symbolic objects, so the change becomes permanent.

Jean works with:

- High-achieving women who've outgrown their current identity but haven't yet built the new one
- Leaders and professionals navigating a major life or career transition
- Women ready to stop performing competence and start living from authority
- Clients who want rigorous strategy and real emotional depth, not one without the other

Certified in **The Leadership Circle 360**, **Emergenetics**, **Positive Psychology** and **Freedom Coaching**, Jean holds an **Executive MBA from the Wharton School** and built her early expertise over 15 years in leadership at IBM. She is known for pairing hard-won boardroom credibility with the courage to go straight to what's real.

Based in Denver, Colorado | Available for virtual coaching
Connect with Jean: jean@beyourbrilliant.best
Learn more: Be Brilliant - Be Brilliant

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