



Leadership Journey and Lessons Learned

Interview with Natalie Fryer, EOC President and EO, HBA of Fayetteville (N.C.)

What was your journey to becoming an EO?

I served as the division director for the March of Dimes, and at the time, we were seeking to engage a new segment of donors. To do this, we launched a Real Estate Award Event, with a local builder as our first honoree. Little did I know, the local home builders' association was in the process of searching for a new Executive Officer, and I met several of their key leaders at that event. A few weeks later, I received a call, and as they say, "the rest is history."

In your opinion, what are the three most important qualities of a leader?

Servant Mindset – A true leader puts the needs of their team or organization first. By focusing on serving others, you build a stronger, more engaged team. It's about lifting people up and helping them reach their potential, rather than just focusing on your own power or success.

Servant leaders inspire loyalty and create an environment where everyone feels valued and part of something bigger.

Integrity – A leader must be honest and have strong moral principles. People need to trust you to follow your vision and direction.

Vision – Leaders should have a clear sense of where they want to go and be able to inspire others to work towards that goal.

What is your biggest accomplishment in your career up to this point?

I am very proud of my key initiatives in recruitment, retention, event planning, and fundraising, all while maintaining a strong presence in local politics. Also, I am proud of the progress we've made through our three-year strategic plan, using it as a clear roadmap to guide our decisions and actions. It has helped us stay focused on our goals and align our efforts, leading to meaningful achievements for our organization. It has been an honor to serve as the EOC President, and I've truly enjoyed connecting with Executive Officers across the country. Sharing best practices and being a sounding board for others has been a rewarding experience.