

Heidi Adick ^{PCC, CPTD, MBA, BA(Psy)} - Certified Adaptig Founding Trainer

Heidi Adick is an accomplished facilitator, executive coach, and talent development expert with over 24 years of experience guiding professionals toward peak performance. As a Director at Dew-Point International and an ICF-accredited Professional Certified Coach (PCC), Heidi has built a career centred on the intersection of human psychology and organizational excellence. Her background, which includes an MBA and a BA in Psychology, allows her to bridge the gap between complex business objectives and the human behaviours required to achieve them.



Throughout her career, Heidi has worked with a diverse range of global organizations - from Fresenius Medical Care to Carrefour to the HKUST Business School - helping leaders and teams refine their communication, leadership, and emotional intelligence. Her reputation is built on meticulous attention to detail and a "fit for purpose" approach to training that ensures learning is always practical and immediately applicable.

Now, as a certified Adaptig trainer, Heidi applies her deep expertise in talent development to the challenge of AI adoption. She works with organizations to transition their workforces into "augmented team players," focused on the philosophy that AI should amplify human capability rather than replace it. By leveraging her background in neuroscience-based learning and behavioural analysis, Heidi creates a hands-on environment where participants move past tech-anxiety to gain genuine confidence in using AI tools.

Heidi's mission is to empower professionals to lead their own AI journey. She doesn't just teach technology; she enables people to integrate these tools into their daily workflows while sharpening their own judgment and creativity. For Heidi, the goal of AI training is a human transformation: helping teams become more capable, efficient, and future-ready.

Feedback on Heidi's AI training

"Very professional and presentable"

"She shared important content which helps our daily work"

"Good presentation, communicated the idea quite effectively with clear examples"

"Very lively and interesting to introduce the knowledge to us"

"She is funny with good interaction between us"