

Natalie Fikes Bio

Natalie Fikes is the visionary founder of SimLiif™, a revolutionary enterprise dedicated to simplifying life for individuals and organizations. With a mission to reduce complexity and make everyday tasks more manageable, SimLiif™ empowers people and businesses to “solve the right problems first,” creating a clear path forward that creates sustainable growth. By offering clear, actionable strategies, Natalie has become a trusted leader in helping others break down overwhelming challenges into simple, achievable steps.

In addition to her work with SimLiif™, Natalie founded Gen U - Generation Unquitable™, a youth movement designed to prepare the next generation for success. Through programs like *Adulting Made Simple™* and *High School to Workforce™*, Gen U provides young people with the practical tools they need to navigate the transition to adulthood with confidence, clarity, and resilience.

Through Unquitable™ Living, Natalie empowers individuals to thrive personally, spiritually, and professionally. Her holistic approach to personal development and leadership drives meaningful impact, enhancing engagement, retention, and leadership effectiveness across industries.

Her impact is recognized worldwide. Named one of John Maxwell's Top 100 Leaders and celebrated as one of the 'Best Speakers of Today,' Natalie has established herself as a trailblazer in leadership and transformation. Natalie was also honored as the 73rd Georgia Mother of the Year, an accolade that reflects her faith-centered approach to both family and business.

Natalie attributes her success to her Unquitable™ faith, and two sons, Elijah and Jayden, who have shaped her heart and transformed her mind. Their love, accountability, and support fuel her vision and work everyday.

Natalie is redefining leadership, growth, and transformation, making it easier to navigate life with clarity and purpose. Her legacy of empowerment is forging a clear path forward for generations to come.