

DAVE FERGUSON

THE LEADERS' COACH

Most leaders want to be successful and make a difference. They want to be respected beyond positional leadership and valued for a meaningful contribution in their work and life.

But for many leaders, execution of the mission can be challenging.

As a leader, this challenge is compounded by the fact that you are the leader. When you are seeking clarity and results, you likely cannot find a confidential sounding board and solid accountability partner from within the organization you lead.

This is where executive coaching can make a major difference – to you and your organization.

Dave Ferguson has walked many miles in executive shoes. He gets it. He also knows those shoes can get tight at times or stuck in the mud. As an executive coach, it is his passion to help leaders get on track and move forward to massive success. Dave also serves with you to effectively coach your leadership team to success as well, in the form of workshops, group coaching, or corporate retreats. Known for breaking barriers and building bridges, he can help you and your team break through to new levels of growth and leadership.



1-1 COACHING

Dave offers decades of experience and perspective on the unique challenges faced by executive leaders.

As an experienced corporate executive and seasoned executive coach, Dave serves as a trusted sounding board and provides an alternate perspective on the day-to-day issues you encounter.

Dave's focus is the same as yours.

That focus is on making you better at creating new customers and increasing stock holder equity through helping you...

- Further develop your leadership skills
- Select and mentor exactly the right team to maximize your success
- Identify and then think through the true financial merit of the different value creation options available to you
- Improve relations with your Board of Directors and stockholders
- Develop compensation plans to maximize the contributions your direct reports make to stockholder equity
- Properly respond to the many other challenges you face.

Why Executive One-on-One Coaching?

You get the advantage of working with an executive coach who has been where you are and has extensive experience helping other senior executives identify and implement opportunities to improve their companies. Hiring Dave as your executive coach means he effectively becomes an invaluable extension of your team—helping you excel in the areas that most concern you.

How are coaching sessions conducted?

One thing Dave knows for sure: you can't afford to waste time. He has created two options for coaching, tailored to your needs and intended to maximize your time and impact. These include coaching via telephone or coaching in small settings on site.

GROUP COACHING

All teams have their own idiosyncrasies, which come from historical baggage, personality mix, reputation within the organization, and prevailing beliefs (micro-culture), all of which influence their ability to perform to an optimal level.

Group coaching provides groups and teams the opportunity to go beyond their current abilities.

By working with a team in the context of its everyday work and challenges, a coach introduces new ideas and sees opportunities for improving team performance. Organizational benefits of group coaching Group coaching enables an empowering culture within the organization to grow. It helps teams to work in unison to make their vision a reality.

This translates to...

- Higher employee productivity
- Effective leadership development
- Greater company morale
- Higher profitability rates over the short- and long-term

Benefits to team members who receive group coaching & training:

- Improved team performance and a focus on results
- A greater sense of trust and respect
- An increase in motivation
- A clear relationship between the team's daily work and the organization's mission
- An increase in creative problem solving
- The ability to engage in appropriate debate

In collaboration with team leaders & members, Dave will help your team...

- Define its purpose and priorities
- Understand its environment
- Identify and tackle barriers to performance
- Build the team learning plan
- Grow confidence in themselves and their leaders
- Develop the systems, skills and behaviors to internalize coaching

How are coaching sessions conducted?

Coaching is conducted via small settings onsite, webinar, or tele-conferencing.