

DAVE FERGUSON

THE LEADERS' COACH

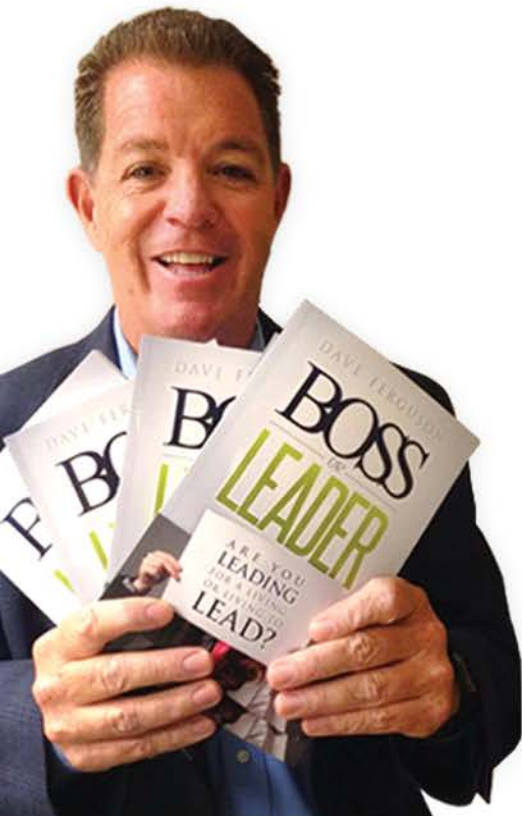
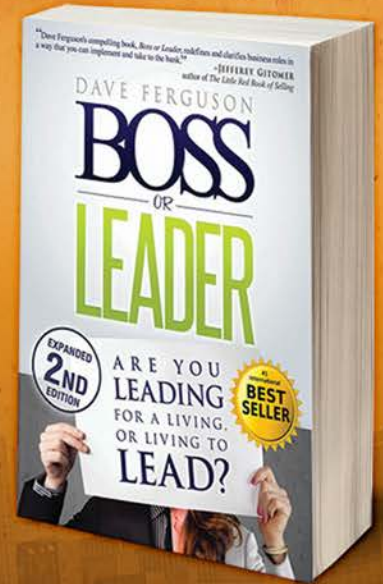
DAVE'S #1 INTERNATIONAL BEST SELLER

Employees rarely go to work to follow anyone for more than money. They certainly aren't there to follow the vision of the person in charge. But you can change that!

In *Boss or Leader*, internationally recognized leadership coach and speaker, Dave Ferguson, cleverly defines the difference between a boss and a leader. In his direct, no-nonsense way, he uses his experience as a leader and as a leadership coach to help you first decide if you are a boss or a leader, then goes on to coach you on how to grow as a leader.

It's not about how to be liked by your employees, nor is it about how to manage or supervise people. This book is about how to become a leader people will respect and be willing to follow. It's also about developing leaders and identifying potential leaders. If you are in a leadership position, or want to be in one, then this book is for you.

It's also for you if you are a business owner, self-employed professional, executive, or politician.



Dave Ferguson is an internationally respected executive coach, speaker, facilitator, and author, in the areas of leadership and personal development.

In his signature direct, yet highly connective style, Dave helps business owners, executives, top management leaders, and political leaders transform how they communicate, connect, and grow in their leadership roles.

Prior to launching his coaching and speaking business in 2006, Dave served 25 years in corporate leadership roles in Fortune 500 banking, real estate, and investment companies. In addition, he served in leadership roles in the United States Air Force. During these years, Dave engaged his no-nonsense leadership approach to challenge, coach, mentor, and develop leaders at all levels.

As a corporate leader turned corporate coach, Dave's experience uniquely qualifies him to not only coach and support leaders and their teams, but to truly understand their distinct challenges. Dave will challenge your team to make intentional choices that leverage their professional development, inspire them to become better leaders, and demonstrate ways they can cultivate and apply their skills.

His mission is to equip bosses in becoming leaders, and leaders in creating their legacies. Dave Ferguson will challenge, inspire, and energize your organizational leaders to gain greater influence and lead to higher levels.

For ordering information or a complimentary preview chapter:

<http://livingtolead.com/book>



"Dave Ferguson's compelling book, Boss or Leader, redefines and clarifies business roles in a way that you can implement and take to the bank."

Jeffrey Gitomer | Author, *The Little Red Book of Selling*