

Scott Ferguson

Executive Coach



VERITY
CONNECT ALIGN INSPIRE

Professional History

Scott has more than 25 years of experience as a Leadership Coach, Corporate Trainer and Facilitator. Scott helps organizations and their executives accelerate progress through faster planning, implementation, professional development and faster improvement in business results.

He has provided leadership training to clients such as John Deere global headquarters, with emphasis on members of Deere's High Potentials Program which develops Deere's future leaders. Additionally, for over a decade, Scott was an ongoing consultant, trainer and coach for an entrepreneurial client that grew, in 15 years, from a start up operation to 100 professional employees and \$10 billion of assets under management with offices in Toronto, New York and Chicago.

Prior to his coaching career, Scott served for 12 years as a member of the Audit & Assurance practice of KPMG specializing in healthcare and entrepreneurial business clients.

Education & Experience

Scott is a graduate in Economics, Commerce & Finance from the University of Toronto (B Com); a certified management consultant (CMC); a graduate of the Adler International school of coaching (ACPC); an internationally-certified professional coach (PCC); internationally Certified Professional Facilitator (CPF); and a chartered professional accountant (CPA, CA).

Coaching Approach

Verity specializes in leadership development coaching, applying an approach that identifies and builds upon people's strengths, rather than concentrating on "fixing weaknesses". We focus on the key leadership competencies and performance necessary for success within the organizational context. It is our belief that executives are often best coached by those with relevant executive experience, in addition to professional training in executive coaching techniques.

Our coaching approach is based on personal and collective (organizational) aspirations, goals and performance measures, where the coachee is responsible for his/her own learning and the coach is a resource and advisor.



Level / Function Expertise

- Mid-Managers
- Senior Managers
- High Potentials
- MBA Students
- Entrepreneurs
- Executives
- C-Suite

Coaching Focus

- Transition Coaching
- Team Coaching
- Leadership Effectiveness
- Strategic Thinking
- Motivating people and self
- Coaching direct reports
- Managing teams
- Relationship management

Industry & Sector Knowledge

- Financial Services
- Education
- Government and Public Sector
- Healthcare
- Manufacturing
- Professional Services

Certifications

- ACPC
- PCC
- CPF
- Certified Presence-Based® Coach