

## JOHN FERRIS



John brings 30+ years of business development experience in multinational corporations (Gillette, Oral B, Braun, Duracell) and private enterprise (Swiss Natural). His career progressed through sales and marketing roles to COO and then to CEO. Regardless of the position, John has always focused on five business principles to drive organizational performance.

- Know your employees beyond their position.
- Understand your customers' needs and your organization's capabilities.
- Deliver a consistent and a positive customer service experience.
- React to the "root cause", not the "symptoms" of your business challenges.
- Align your organization's strategic direction and objective setting across all departments

John's coaching style is open, direct, confidential and above all establishes a foundation of trust with his clients. He trained as a professional coach through Adler International Learning.

## COACHING SUCCESS STORIES

**People Development** – John coached a director of sales through a very combative and negative relationship with the president that focused only on what was wrong, and who was at fault. The coaching focused on having the director of sales position his conversations around the wins, and on the positive impact that addressing an outstanding business opportunity will have on business performance. Within three months the relationship became very respectful and proactive with both the director and president working together to identify and achieve business development opportunities.

**Team Development** – John coached a team of department leads to establish an organization-wide customer service initiative that defined what "customer service" meant from both the customer's and the organization's perspective, and what each department had to do to raise awareness and performance on a sustained basis. The team collaboratively raised first-time fill rates and on-time delivery of orders from 68% to 99% on a consistent and sustained basis in just nine months.

**Skills Development** – John is currently coaching a highly competent EVP that is struggling with an internal perception that their personal capabilities and job performance are not strong enough. In their pursuit of personal perfection, they have developed a very aggressive win-at-all-cost operating style that has caused peers and subordinates to disengage and minimize their interaction with the EVP. Coaching to date has established a strong personal recognition and ownership for the low engagement of peers and subordinates. Use of positive external feedback has clearly illustrated to the EVP that their capabilities and performance are recognized as very strong and appreciated by employees and the organization. He continues working on developing their skills in the areas of personal engagement, meaningful work relationships, collaborative management, and positively engaging employees to participate in projects..

### Industry Experience

- Consumer Packaged Goods
- Financial Services
- Health and Wellness
- Government Regulations - Health Canada

### Functional Experience

- Sales
- Marketing
- Sales Training
- General Management
- Board of Directors



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