



LIW | Leadership, not just leaders

**Sally Ferguson**  
Associate Consultant  
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Sally has over 17 years' experience of coaching, facilitating, team development and driving cultural change in organisations. She is commercially minded and insightful. Her open and inclusive style quickly creates trust in groups to enable the important conversations to happen so that practical, pragmatic solutions can be identified and actioned.

She runs a successful consultancy and training business that specialises in leadership, team development and coaching. She has worked with leaders in organisations including GSK, Sainsburys, Smurfit Kappa, Peloton, Intercontinental Hotels, Mondelez and Ogilvy. Prior to becoming a business owner, Sally worked in Unilever and Cadbury in Learning and Development (Leadership and Commercial) and earlier in her career in Marketing and Strategy roles. From this experience, she has first-hand knowledge of how organisations work and how best to work with leaders to identify, develop, deliver and embed training that makes a positive difference and creates strong return on investment.

Sally is a Professional Certified Coach (PCC) from the International Coaching Federation (ICF) and she is passionate about how coaching can help individuals and teams achieve their goals and ambitions. Her coaching style is often described as an excellent listener, insightful, warm yet challenging, creating clarity and momentum very quickly. She is experienced at coaching across all levels and functions in organisations with coaching expertise in vision and strategy, sales opportunities, problem solving, stakeholder management, leading a team, conflict resolution and as part of a development program.

Sally also has extensive experience of team development and is qualified in a number of personality and team tools including Myers Briggs, SDI and HBDI.

#### Mini Bio

- More than 17 years' coaching, facilitating, and training leaders and teams in large organisations.
- Insightful, commercially minded, practical and pragmatic.

#### Qualifications

- International Coaching Federation - PCC & ACC
- Graham Alexander - Super Coach
- Myers Briggs Step 1, Team Dynamics, Team Building
- Strengths Deployment Inventory (SDI)
- Hermann Brain Dominance Instrument (HBDI) Practitioner
- Chartered Institute of Marketing
- BA Hons Business Studies Degree (2:1) Manchester Metropolitan University 1987-1992