



What people are saying:

"...one of the most insightful approaches I've ever come across."

"You have a way of putting everyone at ease and helping people to draw conclusions and create action plans."

"The information was presented in a very pleasant, user friendly format."

"You got such rave reviews..."

"Where David's skills really shine are his presentations and his insightfulness into the human equation of people to people skills."

"David in our first consultation completely changed the way I do business."

"...engaging, and spiced with dashes of humor and wonderful interactive features."

"You did an outstanding job of presenting the material in an easy to understand way..."

Dr. David Farrar is a psychologist with an international practice as a consultant and professional speaker. David is the founder and President of **FGRAssociates, LLC**, a network of professionals helping businesses and individuals successfully manage change and improve performance.

David works with his clients to implement purposeful change and high performance strategies that improve what matters most in their business: customer satisfaction, employee wellbeing, productivity and profitability.

His roles have taken him around the world and he has lived or worked on major projects in Australia, Belgium, Germany, Malaysia, South Africa, Singapore, Switzerland, the United Kingdom, and the United States, and with international organizations including Cargill, Coles Myer, Ericsson, Jacstadt, and Moore Corporation.

Some of David's most successful projects for major corporations have included merging the cultures of significantly different organizations, building high performance teams, creating cultures of innovation, recognition and collaboration, and designing long term people strategies and high performance cultures. The paybacks for David's projects regularly have broad strategic impact and exceed millions of dollars.

David developed the three principles leadership model and publishes the "Farrar's Faucet" newsletter.

Prior to FGRAssociates, David had director, general manager and "C" level roles with a number of major international organizations. He has a wonderful dog called Mr. Muggsy, runs marathons, and lives in Minnesota where he found Genevieve, his beautiful Twin Cities wife.

Specific Expertise

- Organizational And Individual Assessments
- Executive Coaching
- Strategy Development, Alignment And Execution
- Employee Engagement And Motivation
- Strategic Planning
- Collaboration And High Performance Team Development
- Project Management Of Significant Change Initiatives
- Facilitation Of Strategic Planning Meetings And Events.
- Professional Speaking

EDUCATION, EXPERTISE AND PROFESSIONAL AFFILIATIONS

David studied at the Royal Military College of Australia, (MUR), University of Melbourne, and Northwestern University, (Kellogg Business School)

He has degrees in economics and psychology, graduated his masters program with honors, and has accreditation as a psychologist in the Commonwealth of Australia.

David is the President of FGRAssociates, LLC, and Assistant Professor of Organizational Leadership at Saint Mary's University, Minnesota.



Recent feedback on FGRAssociates and our principal, David Farrar

We have worked with these people and many others for over twenty five years identifying people issues and delivering bottom line business results.

We would be happy to put you directly in contact with people who have experienced our deep expertise in people issues and ability to deliver business results in situations like yours.

"I've worked with David for 5 years... He performs quality work to a high standard in the areas of senior management coaching, complex problem solving involving multiple stakeholders, and project management. David projects a professional and engaging demeanor and is a skilled facilitator."

**Ben Redshaw
 Human Resources Director, Travelers**

"I worked with David on two projects. David's knowledge and dedication to the job are among his best qualities. Where David's skills really shine are his presentations and his insightfulness into the human equation of people to people skills. David in our first consultation completely changed the way I do business."

**Neal McMahon
 President, Gippy's Internet Solutions**

"You and I got such rave reviews last year at the American Meat Institute they have invited me back to do another session in October – want to join me? I have a great deal of respect for your vast knowledge and skills."

**Leo Bartlett
 President, The Bartlett Group**

"I highly recommend David. His approach to helping set a planning strategy for a Board of Directors I'm on has been very insightful."

**Jason Inskip
 President, Adoska, Inc;**

"I really enjoyed the learning from that session. The information was presented in a very pleasant, user friendly format. I was very surprised that the follow-up on your presentation was so thorough and personalized. What an excellent service you provide."

**Maxine Pegors
 Former President, Human Resources Professionals of Minnesota**

Some of the organizations we have helped include:

- **American Meat Institute**
- **Berlitz**
- **Cargill**
- **Council of Independent Professional Consultants**
- **Cummins Power Generation**
- **Cyber Guard Dog**
- **Experienced Resources**
- **Gippy's Internet Solutions**
- **Hanley Wood Marketing**
- **Hennepin County Bar Association**
- **Human Resources Professionals of Minnesota**
- **Kenosha Beef**
- **Logistics Planning Services**
- **Medtronic**
- **Minneapolis Regional Chamber of Commerce**
- **Minnesota Judicial Branch**
- **Minnesota Technology Inc**
- **Moore Corporation**
- **Motorola**
- **Printing Industries Association of Minnesota**
- **Prudential**
- **Saint Paul Chamber Of Commerce**
- **San Miguel Foods**
- **SPS Commerce**
- **Suburban Radiologic Clinics**
- **The Bartlett Group**
- **Travelers, (Formerly Saint Paul Companies)**
- **Twin Cities Orthopedics**
- **United Way**

THE PRINCIPLED LEADER

PRINCIPLED RELATIONSHIPS FOR BETTER BUSINESS

Welcome to The Principled Leader

My expertise is principled leadership in business and organizations. I work with senior executives, management teams and entrepreneurs to address the people issues that make the most difference to their success. The paybacks for my clients' regularly have broad strategic impact and exceed millions of dollars.

In more than twenty years of business I have been lucky enough to know many good leaders, and even a few great ones. Some I was fortunate enough to work for, some I worked with, and some I was lucky enough to have work for me. They all showed a talent for dealing with people and issues that goes beyond personality traits or management training. They managed the immediate needs of their organization and set the direction for growth. They acted with candor and honesty. They were *principled leaders*. They are the kind of people I like to work with, work for and help succeed.

The Principled Leader understands that successful business is about relationships. It requires integrity, vision and commitment. They make the connection between *what* needs to be done and *how* it needs to be done. They act in a principled way focused equally on engaging people and aligning activities.

It is not about being task focused *or* people focused. It is about being *both* task focused *and* people focused.

Three principles govern success as an ethical leader who gets things done:

- Treat everyone with integrity
- Align activities to deliver what matters most
- Engage stakeholders to commit their time, talent and trust

In the business world the gap between top performers and the rest is huge. From an individual perspective, a top performer is around 125% more productive than an average performer, and far superior to what is usually acceptable from the least capable performer. About one-third of this difference is due to technical skill and cognitive ability while two-thirds is due to social skills and emotional intelligence. This climbs to over four-fifths of the difference in the most senior jobs

When organizations work to engage their employees and align activities to deliver what matters most they typically achieve total shareholder returns 10-15% per annum greater than the average returns in their industry.

Treating people with integrity, focusing on what matters most and engaging key stakeholders enables superior performance. It can be hard, but it's surprisingly learnable. When it comes to delivering results, the soft stuff is the hard stuff.

ABOUT ME: DAVID FARRAR



A psychologist with an international practice as a consultant and professional speaker, David studied at the Royal Military College of Australia, (MUR), University of Melbourne, and Northwestern University, (Kellogg Business School). David has degrees in economics and psychology, graduated his master's program with honors, and qualified as a psychologist in Australia. David is the President of FGRAssociates, LLC and Assistant Professor of Organizational Leadership at Saint Mary's University.

Home page: www.ThePrincipledLeader.com Contact me at David.Farrar@FGRAssociates.com

Biographical Information

You can use the following information to provide an introduction for David at your event. There is a version for a formal event, and one for a less formal event. Of course you can create your own introduction from your knowledge of David and his experience.

For a formal event:

“DR DAVID FARRAR IS A PSYCHOLOGIST WITH AN INTERNATIONAL PRACTICE AS A CONSULTANT AND PROFESSIONAL SPEAKER. DAVID STUDIED AT THE ROYAL MILITARY COLLEGE OF AUSTRALIA, UNIVERSITY OF MELBOURNE, AND NORTHWESTERN UNIVERSITY’S KELLOGG BUSINESS SCHOOL. HE QUALIFIED AS A PSYCHOLOGIST IN AUSTRALIA AND MOVED TO THE TWIN CITIES SEVEN YEARS AGO.

DAVID TEACHES PERSONAL AND PROFESSIONAL ETHICS IN GRADUATE PROGRAMS AT SAINT MARY’S UNIVERSITY AND THE COLLEGE OF SAINT SCHOLASTICA, AND FACILITATES AND COACHES SENIOR EXECUTIVES AT ORGANIZATIONS SUCH AS TRAVELERS COMPANY OF SAINT PAUL AND THE GREATER TWIN CITIES UNITED WAY.

I AM PLEASED TO PRESENT TO YOU... DAVID FARRAR.”

For a less formal event:

“DR DAVID FARRAR IS AN AUSTRALIAN PSYCHOLOGIST WHO NOW LIVES AND WORKS RIGHT HERE IN THE TWIN CITIES. DAVID TEACHES PROFESSIONAL ETHICS AND LEADERSHIP IN A NUMBER OF DIFFERENT GRADUATE SCHOOLS OF MANAGEMENT AND WORKS WITH A NATIONAL AND INTERNATIONAL CLIENT BASE OF SENIOR EXECUTIVES AND ORGANIZATIONS.

LADIES AND GENTLEMAN...DAVID FARRAR”

David’s family name is pronounced FA-RA, and sounds exactly the same as Farrah Fawcett, the actor.
David regrets he is rarely referred to as the Six Million Dollar Man.

Home page: www.ThePrincipledLeader.com Contact me at David.Farrar@FGRAssociates.com