



"I really enjoyed the learning from that session."

"...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..."

"...the follow-up on your presentation was so thorough and personalized."

"...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..."

"You made [our] event a success."

An expert's candid and often humorous view on the relationship between principled business behavior and better business outcomes.

Dr. David Farrar is a psychologist with an international practice as a consultant and professional speaker.

David works with his clients to improve what matters most in their business: customer satisfaction, employee wellbeing, productivity and profitability.

His speaking and consulting roles have taken him around the world including Australia, Belgium, Germany, Malaysia, South Africa, Singapore, Switzerland, the United Kingdom, and the United States.

He has worked with local and international organizations including Berlitz, Cargill, Coles Myer, Ericsson, Minnesota Judicial Branch, Hennepin County Bar Association, Jacstadt, Moore Corporation, Travelers, Twin Cities Orthopedics and United Way.

He has recently presented for The Conference Board, American Society of Training and Development, Minnesota Telecommunications Association, American Meat Institute, The Council of Independent Professional Consultants and the Human Resources Professionals Association.

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 currently holds board positions with the Human Resources Professionals, and the American Society for Training and Development.

He has a wonderful dog called Mr. Muggsy, runs marathons, and lives in Minnesota where he found Genevieve, his beautiful Twin Cities wife.

Types Of Presentations

- Keynote Addresses
- Breakfast, Lunch and Dinner Sessions
- Seminars And Workshops

Presentations Customized To Suit Your Business Needs

Presentations Include...

Fight or Flight? What About The Other Five F's?

An entertaining look at what people really do when confronted with change, (and how best to deal with them.)

First Impressions Last.

Connecting in business for exceptional performance.

If The World Is Flat, What's With All The Spikes?

People are bombarded daily with messages and technologies that go unnoticed. What makes a few so successful?

Complex Sales In A Sound-Bite Market.

Who can you trust in a world gone mad? Cutting through the hype to make the complex sale.

Reviewing The Non-Financials Makes Good Business Sense.

Many mergers and acquisitions provide little improvement in performance or value. A *cultural due diligence* improves the chances of success.

Finding The Right Direction Shouldn't Be Hard.

Getting strategy right is not as complicated as consultants make it out to be. It certainly shouldn't be as complicated as they want you to believe.

Five Questions For Your Executive Coach.

A good coach is probably the best thing you can do for your professional development.

What Really Makes A Senior Executive?

Insights from coaching and providing feedback for over 200 VPs, CEOs and other "interesting" people.

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 Adjunct Professor at Saint Mary's University, and the College of Saint Scholastica where he teaches ethics, leadership and conflict management in their graduate schools of business.



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 Inc

"David, [you did an] outstanding job at the MN HRP Association meeting on Emotional Intelligence (EI) training. Not only did you provide helpful information, the materials added to the tool box of busy executives. It was engaging, and spiced with dashes of humor and wonderful interactive features. "

Barbara Milon, Executive Director, Phyllis Wheatley Community Center

"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 wanted to thank you for this evening. You made [our] event a success. It was great to see the support through attendance. You did a great job with the time constraint and I would guess everyone walked away with something."

Mary Christensen
Experienced Resources, LLC

"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

Attendees at our presentations have included:

- Ameriprise Financial**
- Artemis Woman**
- Bass Pro Shops**
- Beaver's Pond Press**
- Berlitz**
- Best Buy**
- Cabela's**
- Canadian Tire Corporation Ltd**
- Cargill**
- Carlson Companies**
- CVS/Pharmacy**
- Gander Mountain**
- Golf Galaxy**
- Hennepin County Bar Association**
- Hoosier Energy**
- International Decision Systems**
- KingKing USA**
- Logistics Planning Services**
- Medica**
- Medtronic**
- Minneapolis Regional Chamber of Commerce**
- Minnesota Judicial Branch**
- Minnesota Technology Inc**
- Moore Corporation**
- Motorola**
- Northshore Bank**
- Northwestern Mutual**
- Ottawa University**
- Saint Paul Chamber Of Commerce**
- SPS Commerce**
- SuperValu**
- Thomson Company**
- Travelers**
- Twin Cities Orthopedics**
- Unipharm Wholesale Drugs**
- United Healthcare**
- United Way**
- Westar Energy**

THE PRINCIPLED LEADER

PRINCIPLED RELATIONSHIPS FOR BETTER BUSINESS

Welcome

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:

- 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



An Australian living in the US since 2001, David is a psychologist with international experience 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 and CEO of FGRAssociates, LLC. He is also an Adjunct Professor at Saint Mary's University and the College of Saint Scholastica where he teaches Ethics, Leadership and Conflict Management in MBA and other graduate programs.

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



Pre-Program Speaking Questionnaire

This questionnaire is designed to help you. The information will help David fine tune his presentation to meet the needs of your group. Feel free to skip over any questions which would either be redundant or irrelevant due to the nature of your event. We want to do our part to make your upcoming event a success.

You can either contact David directly on (612) 423 2723 or email him at David.Farrar@FGRAssociates.com. Alternatively, you can fax your information and ideas to David Farrar at FGRAssociates, LLC, (435) 203-1346. David will prepare an outline for you that is customized for your needs.

General Company or Organization Information:

- Company/Association Name:
- Other name or acronym by which the company/group is known:
- Contact details: Address, Phone, Fax, E-mail, Website

Presentation/Program Specifics and Objectives:

- If this is a general enquiry, what can you tell us about what you want to achieve?
- If this is for a specific conference or program, what can you tell us about the program so far and your objectives?
- Do you have a specific date and time in mind?
- What would make David's presentation special for your group?

Attendee/Audience

- Number attending?
- How would you describe the audience?
- Major job responsibilities of audience?
- Are attendees there voluntarily or is it mandatory?
- Other relevant issues?

Background

- Who are the other speakers on the program?
- What speakers have you used in the past that covered topics related to what David will be presenting for you? What worked well for you, and what would you like to see differently?
- What does your audience like most and least in a presenter?
- How important is it that the presentation is humorous, informative, entertaining?
- Is there any promotion work David can do for you while he is at your event? Are there any themes or key messages that you would like David to reinforce? Please let us know in advance so we can understand and be of assistance.

Thank you again for this opportunity to serve you.

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.