



FAY FERGUSON, M.A., CPC

Leadership Communication Advisor | Speaker | Problem-Solving Partner

Bringing 30+ years of leadership experience in public and private sectors, I work with leaders, high achievers, and organizations navigating change—whether it's team conflict, under performance, strategic decisions, corporate communications, career transitions, or personal growth breakthroughs.

After three decades in the private and public sector spanning early childhood education, public health, and executive operations, I retired in 2025 as an Executive Officer & Director of Administrative Operations. Now I bring that same mix of confidence, care, and results-oriented thinking to leaders and organizations ready for breakthrough performance.

Core Expertise:

- **Leadership & Strategy:** Strategic Planning • Change Management • Executive Advisory • Program Management • Program Assessment/Evaluation
- **Human Resources:** Talent Acquisition • Employee Relations • Performance Management • DEIA Initiatives
- **Operations:** Budget Administration • Process Improvement • Resource Management • Regulatory Compliance
- **Communication:** Conflict Resolution • Stakeholder Engagement • Executive Briefings • Coaching & Development

My approach combines seasoned executive perspective with practical problem-solving, because sometimes you need someone who's been there, solved that, and can help you see what you can't see from the inside.





SERVICES

Clarity & Strategy Sessions

When you need answers, not more analysis.

You're facing a complex challenge, overwhelmed with competing priorities, or wrestling with a decision that's keeping you up at night. You don't need another lengthy consulting process, you need clarity, strategy, and a concrete path forward from a seasoned professional who has overcome significant challenges personally and professionally.

What You'll Get:

- **Immediate Clarity:** Untangle complex situations and identify the real issue beneath surface symptoms
- **Actionable Strategy:** Concrete plans with prioritized next steps you can implement immediately
- **Sustained Focus:** Detailed follow-up with session insights, recommendations, and your personalized action plan

Perfect for: Leaders navigating team conflicts or strategic decisions, high achievers facing career transitions, entrepreneurs wrestling with growth challenges, or anyone who needs to move from "stuck" to "strategic" quickly.

Format: 60 minute focused session with follow-up action plan

Available: In-person, virtual, or by phone





WORKSHOPS

Create Your Epic Life

Stop drifting. Start designing.

Most people say they want to "live their best life," but can't define what that actually looks like. Without a clear vision, you're navigating without a compass and hoping you'll stumble into fulfillment rather than intentionally creating it.

What Participants Master:

- **Life Assessment & Vision Clarity:** Conduct an honest life audit and define your personal version of an "epic life" with specific, measurable outcomes
- **Strategic Goal Setting:** Transform broad desires into actionable, time-bound objectives while identifying and neutralizing mental blocks
- **Implementation Framework:** Develop immediate next steps and accountability systems that sustain long-term change

Learning Experience: Highly interactive workshop combining individual reflection, partner exercises, and group discussions. Participants leave with personalized action plans and clear next steps.

Ideal for: Retreats, professional development conferences, employee engagement events, membership organizations focused on personal growth and individuals

Duration: 2 - 4 hours (adaptable for half-day or full-day formats)





WORKSHOPS (CONT)

Mastering Difficult Conversations with Care and Confidence

Turn your toughest conversations into your greatest breakthroughs.

We've all avoided conversations that needed to happen - letting tension build or watching situations deteriorate because we didn't know how to address them constructively. The cost? Damaged relationships, missed opportunities, and conflicts that drain energy and productivity.

What Participants Master:

- **Strategic Conversation Preparation:** Learn when conversations become "difficult" and how to prepare mentally and emotionally using proven frameworks (CARE and SBIE)
- **Advanced Communication Skills:** Reframe inflammatory language, master active listening under pressure, and use assertive yet caring language
- **Emotional Intelligence in Action:** Recognize and manage triggers, build your "emotional first aid kit," and respond to underlying emotions
- **Real-World Application:** Practice through realistic scenarios with structured feedback and personalized action planning

Learning Experience: Experiential workshop blending framework instruction, live practice, and guided reflection.

Ideal for: Leadership teams, HR professionals, managers navigating team conflicts, sales professionals, individuals or any group that needs to handle tough conversations with confidence and care

Duration: 2 - 4 hours (adaptable for full-day intensive format)

Includes: Optional follow-up session





WHY WORK WITH FAY

- **Seasoned Perspective:** Three decades of leadership across multiple sectors means I've likely faced what you're facing and found a way through.
 - **Results-Oriented:** My approach cuts through complexity to focus on what actually moves the needle forward.
 - **Practical Wisdom:** I combine strategic thinking with real-world application, ensuring solutions that work in your actual environment.
 - **Balanced Approach:** Confidence and care aren't mutually exclusive; my work helps you lead with both strength and empathy.
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HOW TO CONNECT

Ready to solve problems, build skills, or create breakthroughs?

✉ **Email:** fay@fayferguson.com

☎ **Phone:** 202-599-7133

🌐 **Website:** www.fayferguson.com

📍 **Availability:** Local, regional, or virtual engagements

Whether you need strategic clarity in an hour, want to design your epic life, or are ready to master those conversations you've been avoiding, let's talk about how we can create the breakthrough you're looking for.

Sometimes the difference between stuck and successful is simply having the right conversation with the right person at the right time.

