

**We bring clarity to CEO  
succession planning.**



FPL ASSOCIATES  
FERGUSON PARTNERS

*“We’re not filling a  
role - together, we’re  
writing the future.”*

**“A problem well  
stated is a problem  
half-solved.”**

- CHARLES KETTERING

We understand the enormous risks and potential disruption our clients face during CEO succession planning. Change is inherently unsettling for people at all levels of an organization, especially when it's happening at the top. During times of transition, people will naturally look to leadership for reassurance, adding to the ever-mounting pressure to deliver a positive outcome. After all, the stakes are high and the future of an organization hinges on a successful transition.

Getting it right demands clarity.

With this in mind, we approach CEO succession planning as a continuous, proactive process that constantly evolves in a way that supports our clients' immediate needs, as well as their long-term strategic goals. We work tirelessly to understand the various intricacies and dynamics at play, often seeing things others don't, enabling us to pave a clear path toward optimal solutions.

# Partners on the path to clarity.

## **COMMITMENT TO TRANSPARENCY**

We firmly believe that the most effective way to identify and mitigate risk is by making educated and informed decisions. This is why we approach each challenge with diligence, diplomacy and most importantly, transparency.

Through open and honest communication, unwavering attention to detail, and the use of leading industry tools, we not only create solutions that reduce risk and uncover hidden opportunities, we empower our clients by providing them with the data needed to make well-informed decisions.

## **OUR SIZE IS OUR CLIENTS' ADVANTAGE**

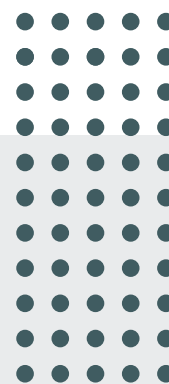
Hands-on, streamlined, flexible, and diligent – we bring these qualities to every search. We are our size by design. Our most senior people don't just oversee and present the work - they do it themselves.

## **WE BUILD RELATIONSHIPS**

Our reputation for creating and maintaining trusted relationships allows us to tap into a vast network of top tier talent. Using our 30 years of industry experience, evidence-based assessment tools and proven instincts, we have established a track record of identifying the right candidate for the role and organization.

## **WE TAKE THE ROAD LESS TRAVELED**

We work closely with our clients to create CEO succession plans that are custom-tailored to support their specific goals. This means taking the time to truly understand the intricacies that exist within an organization and how those impact a company's present and future needs, giving us the insight required to establish a strategy that stands the test of time. To us, this is more than just a business transaction, it is a profound and precise exploration of human potential with immense implications.



# The Ferguson Partners difference.

## **WE HAVE ONE GOAL - TO CREATE ENTERPRISE VALUE**

In our view, this is the true measure of our success.

## **WE HAVE A METHOD**

We reduce risk with a proven method for assessing and matching talent to our clients' strategies and visions. By collaborating across our practices, we partner with clients as a full talent management solution.

## **WE LIKE THE UNVARNISHED TRUTH**

We tell it like it is. Honesty is the foundation of a successful working relationship and essential to achieve the desired results.

## **WE PURSUE UNEXPECTED SOLUTIONS**

By keeping an open mind and thinking outside of the box, we see things and find paths others do not.

## **WE ARE EVIDENCE BASED**

CEO succession planning is an art and a science. We work to mitigate the elements of risk and chance, never forgetting the potential consequences of getting it wrong.

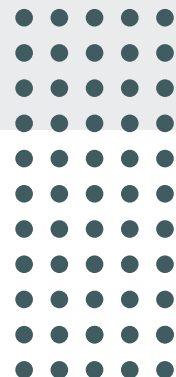
# The Ferguson Partners way.

We like to think it's the sum of our parts and how we uniquely orchestrate them that creates excellent outcomes. Placing leadership at the highest levels is not an exact discipline, that's why we take a holistic approach that incorporates strategy consulting, compensation expertise, cultural diagnostics, organizational design, executive search, as well as onboarding and coaching.

Combined, these elements create the essential clarity necessary for long-term success.

## Our promise.

We believe success is mutual. Ours is bound to that of our clients. That's why we pride ourselves on being unrelenting in our pursuit of unexpected and innovative solutions. In this spirit, we stop at nothing to deliver immediate, tangible and enduring enterprise value to organizations and shareholders.



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