

# Clifford J Ferguson

**Managing Partner at Rainmakers UK**

London, , GB

Experienced, dynamic speaker with a unique combination of academic and practical viewpoints

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## Biography

Cliff has worked on a wide variety of projects with professional services and commercial firms over the last 25 + years. He has now combined his highly practical approach to business development with his unique academic research to focus on developing rainmakers and devotes most of his time to coaching mentoring and facilitating change with potential rainmakers and business leaders. Cliff originally qualified as a sports coach (Golf) through the Australian Coaching Council and then gained the Graduate Diploma in Applied Science (Psychology of Coaching) from the University of Sydney. He holds an MBA (dissertation in Strategic Marketing) and, in 1994, completed his doctorate with a thesis that studied "The behavioral characteristics of consistently successful 'dealmakers'". He has recently gained a second Masters degree in Coaching and Mentoring. Cliff and the team at Rainmakers UK have now interviewed and assessed nearly 600 identified rainmakers and potential rainmakers. This provides him with a unique insight into what makes a true rainmaker. A prolific writer, Cliff has written numerous articles for a wide range of magazines and journals he is also co-author of *Creating New Clients and Managing Key Clients*, Cliff's latest book *The Rainmakers Dance* will be published in early 2012. Cliff is in great demand as a conference speaker and has spoken at numerous events in the UK and overseas. Cliff holds two non-executive Director positions, is the Chairman of the charity Glad's House ([www.GladsHouse.com](http://www.GladsHouse.com)) and also a trustee of Marwell Wildlife ([www.marwell.org.uk](http://www.marwell.org.uk))

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## Availability

Keynote, Panelist, Workshop, Author Appearance

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## Industry Expertise

Legal Services, Professional Training and Coaching, Corporate Leadership, Philanthropy, Accounting, Non-Profit/Charitable, Management Consulting, Sport - Professional, Corporate Training, Training and Development

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## Areas of Expertise

Street Children in Mombasa, Kenya, Philanthropy and Sport, Business Development, Differentiation, Leadership, The Benefits of Sector Focus

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## Sample Talks

## **Followship'**

Management almost always has authority ? the 'tell? element, however some of our greatest leaders had no authority but actually got whole nations to follow them ? the classic examples have to be Mahatma Gandhi and Nelson Madela. Their beliefs, behaviours and actions made people want to follow them ? that's followship.

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## **Event Appearances**

### **Title**

Africa Gathering

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## **Education**

### **University of Sydney**

Graduate Diploma in Applied Science Psychology of Coaching

### **International Management Centres**

Doctor of Philosophy Rainmakers

### **International Management Centres**

MBA Strategic Marketing

### **International Management Centres**

DPhil; MBA; MA; Business Development/Marketing

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## **Accomplishments**

### **Writer**

Co-author of "Creating New Clients" and "Managing Key Clients" Written numerous articles for various journals.

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