



A different kind of coach

Steve Ferguson bringing new ballgame to BA

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Broken Arrow LEDGER

"LOCAL NEWS TO THE POINT"

Wednesday, September 8, 2010

He's a new kind of coach

By G.B. Poindexter

Chief Photographer

gregoryp@baledger.com

The Growth Coach, a franchise based out of Cincinnati, Ohio, is new to Oklahoma and offers guidance, direction and motivation for clients.

"The Growth Coach has about 140 franchises throughout the country," said Steve Ferguson, the first Growth Coach franchisee in the Sooner state.

For the past year, Ferguson has been in business using the Growth Coach system to employ a combination of business support and life coaching through the acumen he has gained from his more than 20 years "in leadership positions in Fortune 500 companies," he said. "I have been at the vice president level in leadership development."

Ferguson does all this to assist clients in increasing their bottom line.

"The Growth Coach system can be compared to athletics in that like a coach, I act in several capacities to help one become more effective and efficient in business," Ferguson said. "I don't tell someone how to run their business, I help them find ways to become more efficient. I also offer support and can serve as a point of accountability to people



G.B. POINDEXTER/BA LEDGER

BUSINESS COACH – Steve Ferguson is bringing a whole new ball game to Broken Arrow.

in areas that they otherwise might not receive."

Many times, according to Ferguson, small business owners do not have someone with whom they can discuss proprietary information in order to develop better business strategies. Ferguson said he acts as a contact point and can help people define what their "success" encompasses because small business is an important economic engine.

"Small businesses account for nearly 85 percent of commerce in this area, which is significant," he said, "but many times small business owners find themselves out on an island as opposed to a corporate environment in which people can bounce

things off of one another."

Ferguson and his wife Renae have been married for 22 years, are from BA and Ferguson graduated from Union High School in 1982. The couple have three children, each enrolled in the BA public school system.

Ferguson said that he enjoyed growing up in this area and he wants his children to enjoy this community. To that end, he has ceased traveling the country and is focusing his professional efforts here to pass on to other businesses, strategies and tangible means for success.

For more information, contact Ferguson at (918) 691-2064 or reach him online at S.Ferguson@TheGrowthCoach.com.