

Highlights

ICF Certified Coach specializing in C-suite and executive level leaders

As CEO, led turnaround of failing business.

Spent 25 years leading & launching Sales & Operations Teams in 3rd Party Logistics and Supply Chain Industry.

Co-author of Expect A Lot, Care A Lot *How 6 Critical Practices Create High-Performing Teams*

Compulsive knitter who donates to causes

FranklinCovey

Principal, Executive Performance & AI Advisor

Doug Faber

Santa Cruz, California

Doug Faber delivers executive performance. An ICF-certified coach and former CEO, he combines more than 12,000 hours of Consulting and Coaching partnerships with senior executives, their teams, and organizations to help clients achieve breakthrough results.

Over 20 years at FranklinCovey, Doug has led FranklinCovey's Execution, Trust, and Leadership & Culture Practices, and is consistently among FranklinCovey's most requested keynote speakers and coaches. A finalist for the Ernst & Young Entrepreneur of the Year, he has raised private equity, led a turnaround of a failing business, run a board of directors, and led large teams of people—bringing pragmatic, real-world leadership experience to every engagement.

A quick study, Doug rapidly assimilates into complex businesses and translates metrics into a common language that simplifies problem solving for all. He is industry-agnostic and specializes in partnering with senior executives, both 1:1 and with their intact teams. Equally quick at establishing trusted partnerships, Doug balances consultative advisory skills with inquisitive, insightful, questions to help clients uncover and address their most pressing leadership, execution, and high-trust culture desires. He brings a unique depth of experience and a pragmatic, energetic, authentic, and realistic point of view to all consulting implementations and coaching engagements.

As a FranklinCovey AI Advisor, Doug also helps leaders navigate the organizational and human dimensions of AI adoption and transformation.

What learners say about Doug...

"Doug did a great job breathing life into the engagement and kept all participants active, inspired, and performing all year long."

"Doug led a very engaging, yet demanding, process! He facilitated with energy and passion. Great listener!"

"Over the year we worked with Doug, he made everyone extremely comfortable, which allowed people to "confront reality" & to be honest in some very uncomfortable situations – something we hadn't done before!"

"As a coach, Doug stretched me to find the answers within myself and to deliver results to my finest capabilities."