



## MEET OUR EXPERTS

# Scott Blanchard

Scott Blanchard is CEO and co-owner of Blanchard®. He previously served as President accepting that role in January of 2020, just in time to guide the organization through one of the modern era's biggest challenges. Not one to let a challenge go to waste, Scott envisioned and executed a significant transformation of the company. Building on the best of what his parents, Ken and Margie Blanchard, cofounded, he has relentlessly pursued digital innovation, mastery, a fanatical focus on customer needs, and a culture of self-determination.

Scott is driven by his background in research and hands-on experience working with organizations around the world that prove his principle that *the success or failure of any business depends squarely on the quality of its leaders*. Every employee's and customer's experience—whether good or bad—is determined by the leader. With this in mind, Scott is dedicated to helping managers and leaders find the best way to avoid the pain, fear, frustration, and political mayhem that occurs in the absence of good leadership.

He had the good fortune to develop his deep understanding of how adults learn and grow by spending decades working as a trainer, consultant, product developer, and an early advocate for coaching. As a true visionary and early adopter of emerging technologies, Scott cofounded one of the first coaching companies in 1999—today's Blanchard Coaching Services. Later, with the goal of democratizing corporate coaching, he cocreated the first coaching management system to enhance the delivery of coaching at scale. To date, BCS has provided the highest caliber of coaching to hundreds of companies and more than 10,000 clients worldwide. Scott also devoted ten years to software development, creating an LCMS in partnership with CD2™ Learning.

He is a coauthor of *Leverage Your Best, Ditch the Rest* and *Leading at a Higher Level* as well as Blanchard's training programs *Coaching Essentials®* and *Blanchard Management Essentials®*.

Scott holds a Bachelor's degree in Hotel Administration and Hospitality from Cornell University and a Master's degree in Organizational Development from American University.

"At the recent International Coaching Federation conference in Australia, Scott Blanchard delivered one of the standout presentations of the whole conference. It was stimulating, highly engaging, and powerful! I am still thinking about and applying the concepts weeks later."

—Director

"Thank you so much for presenting to our leadership team. Your message was spot on for the times we are in. I truly appreciate your candor and honesty. It makes for a much more productive meeting."

—President and CEO