



KOLISO

THE PSYCHOLOGY OF BUSINESS

Dr. David Farrar  
Managing Partner  
KOLISO

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Speaker and Consultant on the Psychology of Business

## Dr. David Farrar

An Expert's Candid Approach to  
the Psychology of Business



Dr. David Farrar is a managing partner of Koliso—a consulting firm in the science of psychology applied to business. Through his down-to-earth and often humorous demeanor, he works with senior executives, management teams and entrepreneurs to reach success.

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## David's Story

David was born in the United Kingdom. For much of his life he lived in Australia. Since 2000, he has resided and worked in the United States. He has traveled extensively for work and leverages this international experience in his speaking engagements.

David's career includes his officer training in the Australian Army and his qualification as a psychologist. He also headed the global organization effectiveness consulting practice for the world's largest privately held company. These experiences are foundational in how David approaches performance management, enhanced leadership and employee engagement opportunities in his work.

This work experience is a deep well of case examples that enliven his keynote discussions and interactive programs.

In 2009 David had open-heart surgery correcting a congenital heart defect that was discovered in preparation for his plan to run in a marathon (he's completed three marathons and several half marathons since the surgery). David's personal experiences with change and challenges resonate with individuals who attend a session.

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## Experience

David's experience has taken him around the world at various C level positions in international organizations. Before founding Koliso, he was with the Global Organization Effectiveness for Cargill and was part of the exceptional growth and profitability results achieved at the world's largest privately held company.

## Education

David studied at the Royal Military College of Australia (MUR), University of Melbourne and Northwestern University (Kellogg Business School). He has degrees in economics and psychology, he has completed his graduate work with honors and he was accredited as a psychologist in the Commonwealth of Australia.

## Keynote Presentations: What to Expect

Through David's high-energy talks, participants can expect to:

- Be engaged, excited and entertained
- Learn how to make change initiatives happen and be permanent
- Make justifiable decisions about their business
- Obtain leadership tools and strategies
- Acquire an overall sense of direction and clarity about their business



Request a link to "Farrar on Speaking."  
Email [info@koliso.com](mailto:info@koliso.com)

FOR CHANGE MANAGEMENT LEADERS

### Make Change Happen

People follow predictable paths when confronted with change, and it's not just the classic fight or flight. There are actually seven Fs that describe people's reactions, and good leaders can make change happen by understanding how they work.

### Make Change Stick

Typically 75 to 85 percent of corporate change initiatives do not stick, because a systematic approach is not used.

### Lead with Integrity

Leadership is the intersection of management, ethics and inspiration. There is both science and art to what makes a good leader. For most people in the right situation achieving success is possible.



Request a copy of the white paper  
"Make Change Stick."  
Email [info@koliso.com](mailto:info@koliso.com)

## Other Presentations Include

TRACK	TITLE
Adapting to Change	Fight or Flight and the other five Fs
Personal Development	First Impressions Last
Exceptional Business Performance	If the World Is Flat, What's with All the Spikes?
Sales Success	Sales Success: Complex Sales in a Sound-Bite Market
Business Culture	Analyzing and Evaluating the Non-Financials Is Good Business Sense
Strategy Development	Finding the Right Direction Shouldn't Be Hard
Leadership Development	Five Questions for Your Mentor, Coach or Leadership Partner
Leadership Research	What Really Makes a Senior Executive?

## What People Are Saying

“David is extremely capable, interpersonally. He can communicate at all levels of business, and to a broad and diverse audience. His proficiency in organizational structure, alignment, alternatives and effectiveness is second to none. In addition to using these skills to best effect, he is able to demonstrate and teach the value of these skills to others.”

–Alistair Jacques, VP Corporate IT Services, Cargill and now SVP and CIO, Oventions at Unitedhealth Group

“If I were planning to do a management seminar or workshop, David would definitely be at the top of my list of people to work with.”

–Julie Nekola, former IT communications specialist and IT training manager, Cargill

“Our first encounter was at the Twin Cities Chapter of ASTD when he presented on Emotional Intelligence. His presentation was very well received and rated one of the best. Since then, David joined the Marketing Committee for ASTD-TCC and ultimately stepped into the role of director. His enthusiasm, willingness to dive in and help as well as his creativity all have a positive impact.”

–Bob Cummins, director of marketing, ASTD-TCC and director of learning and development at Land O’Lakes

“I would like to recommend a speaker to you who I had the pleasure of hearing.... Bear in mind that I have sat through hundreds of speakers over the years; this guy was absolutely fantastic!”

–Carrie Rice, regulatory affairs administrator at HickoryTech

View more comments at [www.linkedin.com/in/davidfarrar](http://www.linkedin.com/in/davidfarrar)

### CLIENTS AND ATTENDEES HAVE INCLUDED:

Ameriprise Financial  
Artemis Woman  
Beaver’s Pond Press  
Berlitz  
Best Buy  
Canadian Tire Corporation Ltd  
Cargill  
Carlson Companies  
Central and Priority Pediatrics  
College Of Saint Scholastica  
City of Saint Paul  
CVS Pharmacy  
Gander Mountain  
General Mills  
Fredrikson and Byron  
Hennepin County Bar Association  
Honeywell  
Hoosier Energy International  
International Decision Systems  
Logistics Planning Services  
LuciData  
Medica  
Medtronic  
Mendota Insurance  
Minimizer  
Minneapolis Regional Chamber  
of Commerce  
Minnesota Judicial Branch  
Minnesota Office of Enterprise  
Technology  
Minnesota Technology Inc.  
Moore Corporation  
Motorola  
Northshore Bank  
Northwestern Mutual  
Oppenheimer, Wolff and Donnelly  
Ottawa University  
Saint Mary’s University  
Saint Paul Chamber of Commerce  
SPS Commerce  
SuperValu  
The Conference Board  
Thomson Reuters  
Toro  
Travelers  
Twin Cities Orthopedics  
Unipharm Wholesale Drugs  
United Healthcare  
United Way  
Westar Energy

