



Coaching Testimonial – Lawson Magruder

“It has been my privilege to participate in FMI’s Coaching Advantage Program over the last year. FMI paired me with a coach, Lawson Magruder, a retired US Army Lt. General, that I instantly related to. We established an immediate rapport that enabled effective communication.

Lawson’s vast experience leading people in difficult situations was particularly valuable, as I have to put my people at risk everyday working on communications towers. He was able to understand my frustrations and give me the guidance I needed to change my leadership style and paradigm so I could become more successful. Thanks so much, Lawson for your invaluable guidance and for holding me accountable.

Rekindling a passion for my work, effective communication and motivation, developing my people thru effective coaching and setting direction and aligning my organization were all areas I was challenged in. I knew what I needed to improve, thanks to FMI’s Leadership Institute. I just didn’t know how or where to start. Lawson created a development plan that began to produce better results almost immediately

I can truly say that the last year has been very exciting. I am leading in a new and more effective way than I ever have before. My people have responded tremendously and have improved in their leadership and management capabilities. Our work environment has become more energetic and inspirational.

A year ago, I felt drained and wondered how much longer I could endure at my job. Today, I am relieved and relaxed. Now, I can envision myself years down the road feeling challenged and fulfilled in my role as leader of this growing, dynamic company.”

Dave Anthony is President/CEO of Shenandoah Tower Service located in Staunton, VA.

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