



Scott McGohan

CEO

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Professional Overview

Scott McGohan is the CEO of McGohan Brabender. He works on vision casting, strategy alignment and leadership deployment. He has been with MB since 1988. As a business leader, it is always about people for Scott -- always has been and always will be.

Scott believes that understanding your core is the essence of transformation. That includes being vulnerable about both your strengths and weaknesses. He believes people need to see leaders make mistakes, own them when they do and teach people through success and failure. Scott believes you cannot threaten, coerce or reward people to care. You can only awaken the desire inside of them and give them the permission and encouragement to do so. Products are delivered by people, and when people believe in themselves they will believe in you.

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