

The logo for RAD Potential is a teal circle with a white outline, containing the text 'RAD' in large white letters and 'POTENTIAL' in smaller white letters below it. The background of the page features a large, light teal brushstroke circle on the left side.

RAD
POTENTIAL

ROBERT A. DOUGAN, M.A. **PRESIDENT | FOUNDER**

Robert A. Dougan (i.e., R.A.D) is the founder and President of RAD Potential Advisory Inc.

With over 20 years of professional consulting experience, his professional career started when he graduated from Brock University with a master's degree in psychographic profiling and consumer behaviour. Shortly after graduation, he worked in a variety of sectors, but then landed an opportunity working as a researcher and consultant.

As a consultant and researcher Robert ran statistics for large corporations from around the world focusing on their recruitment practices. In a short time, he was promoted to lead the analytics team and then branched off into becoming an independent consultant to which he started RAD Potential.

Over the past two decades, he has consulted and worked closely with senior leaders from some of the largest Banks, Insurance companies, and Investment firms from across North America. Over his tenure, he has guided over 250 companies helping them improve employee productivity and retention through effective recruitment and coaching practices with cost savings anywhere between \$250K to \$60 Million dollars.

With his growing demand for his expertise in the talent community, he then began to share his knowledge as a speaker and trainer where he has presented across North America, Europe, and South Asia. Through his travels, Robert has built an enormous global network where he collaborates with industry experts and hiring solution providers in the talent community.

The key to Robert's success is he wants to be RAD at everything he does, and now he wants to help you as well find your 'RAD Potential'.

**WE MAKE YOUR
HIRING MORE
EFFECTIVE**



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