

## STEVE WHITEFORD

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### CORPORATE TRAINER / CONSULTANT

Experienced in start-up to Fortune 50 environments; specializing in Executive Development and all aspects of interpersonal communication. Dynamic platform and facilitation skills, proven creative design ability, solid writing skills, and demonstrated success providing effective executive coaching. Successful outcomes with all levels of personnel. Effective rapport skills as manager, team leader and supervisor. Known as flexible, direct and results-producing.

- **Leadership Development**
- **Emotional Intelligence EQi / 360**
- **Management / Supervision**
- **Conflict Management**
- **Team Building**
- **Myers Briggs**
- **Course Design**
- **Coaching**
- **Change Management**
- **Organizational Influence**
- **Customer Service**
- **DiSC**

### HIGHLIGHTED ACCOMPLISHMENTS

- Introduced Emotional Intelligence to **University of Texas' Professional Development Center** by designing successful workshop and promoting use of EQi & EQ360 in follow-up coaching
- Received "Top" rating from Open Ratings with 97% positive response from clients surveyed.
- Turned-around negative perception and dwindling client participation in Career Center, with strong customer engagement, innovative course offerings and business events, and high quality training.
- Supervised and trained junior trainers to 40% improvement in performance ratings
- Analyzed company-wide surveys to determine training needs; presented results, influencing senior management selling up to \$100,000 of appropriate services
- Retained thousands of dollars profit by effectively converting training services and retooling projects to meet clients' changing situations and needs
- Designed and customized trainings, interventions, and events by providing expert customer consultation, creating high impact learning experiences with excellent results

### WORK EXPERIENCE

**WHITEFORD RESOURCES, Austin, TX**

**1991– Present**

***Founder / Sole Proprietor - Consultant / Trainer / Coach***

Design, market, sell, present workshops and coach privately for scores of Fortune 100/500 Corporations, (i.e., 7-Eleven, Disney, Accenture, Pepsi, Clorox, KFC, Mazda, Volvo, Seton, Micom, IBM, UCLA, Texas Department of Agriculture, etc.) receiving consistently excellent evaluations, across numerous industries. Sub-contract with peer and larger training firms.

- Utilized 360° and assessment reports to impact clients, achieving targeted behavioral changes
- Managed training projects by performing assessment, executive interviews, product design or customization, consultant team supervision, plus product delivery and facilitation
- Established strong client trust and repeat business, consistently maintaining excellent customer rapport and high performance standards
- Drew capacity audiences as featured speaker for special corporate events, receiving high ratings

**University of Texas, Professional Development Center, Austin, TX**

**2005-2007**

***Training Specialist***

Designed and delivered professional workshops on a wide range of management and communication topics.

- Increased learning impact and workshop involvement by focusing instruction and upgrading PowerPoint, increasing overall professional quality
- Instituted, designed and delivered successful workshops in Emotional Intelligence and Organizational Influence, effectively strengthening PDC offerings.

**LEE HECHT HARRISON**, Austin, TX

**2004-2005 & 2007-Present**

***Career Center Manager/Outplacement Trainer/Consultant***

Presented Career Continuation, Change Management, and Professional Development workshops, and coached clients. Served in Austin office, Dell and Wachovia (Managed) Career Centers.

- Maintained average 8.5 evaluation on scale of 10, inc
- Increased Career Center participation and service ratings.

**DBM**, San Francisco / Los Angeles, CA

**1998 – 2003**

***Outplacement Trainer/Counselor/ Managing Consultant***

Presented Career Continuation, Change Management, and Professional Development workshops, coached clients; non-exempt through senior executive levels, achieving a high level of candidate participation and excellent evaluation ratings. Performed role of Managing Consultant in 6 month emergency interim. Served in main offices and at Applied Materials, Agilent, and Nokia career centers.

- Performed one-on-one and group notification services, producing excellent engagement results
- Established "Executive Advisory" sessions by booking speakers from pertinent businesses to answer client needs and questions, significantly improving client satisfaction and involvement

## **PRIOR RELEVANT WORK EXPERIENCE**

**EMPLOYMENT BENEFIT SYSTEMS**, Los Angeles, CA

***Marketing Coordinator***

**PM MAGAZINE / KTTV Metromedia**, Los Angeles, CA

***Field Producer*** – Wrote/Directed/Produced 40+ segments and 100+ host/hostess "wraps," managed production crew and cast

## **EDUCATION**

***Bachelor of Fine Arts, Boston University***

Senior Scholarship as Assistant Instructor to the Professor of Speech, Boston University

## **CERTIFICATIONS / PROFESSIONAL DEVELOPMENT**

Bar-On EQi & EQ 360– Emotional Intelligence Certification  
 Myers Briggs Master Certification, CCP  
 DDI Certified; Leadership Courses  
 Rancho Strozzi Institute, Leadership Mastery  
 Phillips & Associates, Train the Team Builder  
 Certified in DiSC Instrument, Cragar Odet,  
 Coaching to Excellence, New West Ventures  
 Mediation Workshop, Dispute Resolution Services, LA  
 Beyond The Gold, Tom Crum, Aiki Works Conflict Workshop  
 Certified in Compass Learning Systems PPI, JPI, PPM, JPM, etc.

## **MEDIA AND PUBLICATIONS**

- Produced, wrote, directed & hosted EXPRESSIVELY SPEAKING! speech improvement video, 1990 - Achieved national distribution by Cambridge Educational Videos
- Published articles in: Bulletin of Psychological Type, Entrepreneur, TWA's Ambassador, Training & Development Journal, Spirit at Work, Idea Magazine, and ASTD newsletters
- Served as On-Air Accent Improvement Consultant for Voice of America Radio,
- Awarded "Best Segment" PM Magazine Producer's Workshop,

## **PROFESSIONAL AFFILIATIONS**

- Member, ASTD, APTi, AHRMA