

## STEVE WHITEFORD

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### CORPORATE TRAINER / CONSULTANT

Acknowledged in start-up to Fortune 50 environments for career-changing Executive Development and refining all aspects of interpersonal communication. Dynamic platform and facilitation skills, proven creative course design, solid writing skills, and demonstrated success providing effective executive coaching. Positive outcomes with all levels from front-line labor through C-Level. Effective rapport skills as manager, team leader and supervisor. Known as flexible, direct and results-producing. Skilled in the use of WebEx, SharePoint, and Captivate.

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

### HIGHLIGHTED ACCOMPLISHMENTS

- Introduced Emotional Intelligence to **University of Texas' Professional Development Center** by designing successful workshop yielding capacity enrollment 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, recruiting 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 > \$60K profit by effectively converting training services and retooling project to meet clients' changing situation and needs
- Designed and customized trainings, interventions, and events by providing expert customer consultation and creating high impact learning experiences that delivered strong, tangible 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, L-3-Com, City of Austin, Troux Technologies, etc.) receiving consistently excellent evaluations, across numerous industries. Sub-contract with peer and larger training firms. Flexed or discontinued work during periods of in-house employment.

- 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, association and national conference events

**TEXAS DEPARTMENT OF PUBLIC SAFETY, Driver License Division**, Austin, TX

**2010 - 2011**

**Training Specialist VI**

Shared management, planning, development, and delivery of training. Trained field trainers. Responded to ad-hoc needs to learn and deliver e-based training and communication. Produced training for complex, legislation-driven topics.

- Refined and presented Customer Service and Perception and Cultural Diversity workshops; trained field trainers to present the programs, tracked training enrollment, participation and results for 250 offices
- Created application training and customer service program using Captivate 5; wrote scripts for Perception and Cultural Diversity and Driver License issuance online programs
- Successfully scheduled (200+ offices) and delivered distance training programs using WebEx

**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.

- Instituted, designed and delivered successful workshops in Emotional Intelligence and Organizational Influence, effectively strengthening PDC offerings; gaining and maintaining capacity enrollment

**LEE HECHT HARRISON, Austin, TX**

**2004-2005 / 2007-2009 / 2012-2014**

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

Presented Career Continuation, Change Management, and Professional Development workshops, and coached hundreds of clients. Served in Austin office, and in Dell, Chevron and World Bank/Wells Fargo Career Centers.

- Maintained average 8.5 evaluation on scale of 10
- Increased Wachovia Career Center participation and service ratings as manager

**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 Los Angeles office 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**

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

***Field Producer*** – Wrote/Directed/Produced 40+ segments, 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**

Captivate 5 Essentials  
 Results Coaching, Neuroleadership Institute  
 Bar-On EQi & EQ 360 Emotional Intelligence Certification  
 Myers Briggs Master Certification, CCP  
 Neuroscience of Personality & NeuroPQ Certification  
 DDI Certified; Leadership Courses  
 Certified in DiSC Instrument, Cragar Odet,

## **MEDIA AND PUBLICATIONS**

- Wrote and self-published Guide to Emotional Intelligence EQ-I 2.0, 2014  
 - <http://www.amazon.com/dp/1501041770#>
- 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, APTi Bulletin, and ASTD newsletters
- Awarded "Best Segment" PM Magazine Producer's Workshop Western Region

## **PROFESSIONAL AFFILIATIONS**

Member: ASTD, APTi, AHRMA, SHRM