



Resume: Laurie Ford PhD

Critical Path Consultants, in Columbus Ohio since 1989

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Laurie Ford, PhD. is a consultant, author, and speaker in the field of organization design, management, and change implementation. Laurie combines the fundamental design and communication principles of Operations Research Engineering and Social Sciences to provide a new and effective approach to business process design. She works with clients to (a) visually understand the mission-critical functions and interactions of the organization, (b) identify the disconnects within and between groups, and (c) engage managers and staff in developing and implementing beneficial changes to achieve the desired outcomes. This approach reliably shows 50-200% improvements in financial and operational measures for:

- Efficiency
- Effectiveness
- Revenue, costs, and profits
- Customer and personnel satisfaction

In addition to consulting, Dr. Ford develops and leads programs to support improved communication, accountability, and collaboration in business, health care, social service, and government organizations, including projects and programs for:

- Process design and reengineering
- Restructuring
- Strategic change implementation
- Performance improvement initiatives

EDUCATIONAL BACKGROUND

Ph.D., Operations Research, 1975, State University of New York at Buffalo. Network, circuit, and system design and analysis; integrated systems and process networks.

M.S.I.E., Industrial Engineering, 1973, State University of New York at Buffalo. Human factors engineering and the design of human-machine systems.

B.A., Psychology, 1970, State University of New York at Buffalo. Human learning, understanding, and communication; social sciences and philosophy.

PROFESSIONAL EXPERIENCE

1995 to present. Organization change and design consultant, Leader, speaker, and facilitator for In-house and Conference programs on leadership and management, Author of professional and trade journal articles and books for practicing managers.

1976 to present. Organization design and management consultant with Associations, Businesses, Industry, and Service Organizations, and Federal, State, and Local Government Agencies/

1971 to 1975. Engineering Graduate Research and Teaching Assistant, State University of New York at Buffalo

1969 to 1971. Computer Systems Programmer/Analyst, Hartford Insurance Group

PARTIAL LIST OF CLIENT ORGANIZATIONS

Business/Industry

Escada, Munich Germany (*Retreats*)

Intel Corporation, Portland OR; Phoenix AZ; Albuquerque NM; Santa Clara CA (*Consulting projects and programs*)

Martin Marietta Corporation, Oak Ridge Tennessee (*Consulting projects*)

Mead Fine Paper, Chillicothe Ohio (*Consulting projects and programs*)

Associations

American College of Emergency Physicians, Central Ohio (*Retreats*)

Ohio Hospital Association, Columbus, Ohio (*Consulting projects and retreats*)

Ohio State Medical Association, Columbus Ohio (*Consulting projects*)

Government Agencies

Indian Health Service, Tempe AZ (*Programs*)

NASA's Goddard Space Flight Center, Greenbelt Maryland (*Consulting projects*)

US Department of Energy, Germantown Maryland (*Consulting projects*)

US Department of Energy, Oak Ridge Tennessee (*Consulting projects*)

Ohio Department of Development, Columbus Ohio (*Consulting projects*)

Ohio Department of Human Services, Columbus Ohio (*Consulting projects*)

Columbus Department of Public Utilities (*Consulting projects and retreats*)

Columbus Mayor's Office (*Programs*)

PUBLICATIONS, *Partial list*

Decoding Resistance to Change, Jeffrey Ford and Laurie Ford., Harvard Business Review, April 2009.

The Four Conversations: Daily Communication that Gets Results, Jeffrey Ford and Laurie Ford, Berrett-Koehler Publishing Inc., August 2009.

Deadline Busting: How to Be a Star Performer in Your Organization, Jeffrey Ford and Laurie Ford, iUniverse publishing, 2005.

PUBLICATIONS IN REFERREED JOURNALS, *Partial List*

Resistance to Change: The Rest of the Story, Ford, J.D., Ford, L.W., and D'Amelio, A., Academy of Management Review, Vol. 33, No. 2, 2008.

Conversational Profiles: A Tool for Altering the Conversational Patterns of Change Managers, Ford, J.D. and Ford, L.W., The Journal of Applied Behavioral Science, 2008.

Resistance and the Background Conversations of Change, Ford, J.D., Ford, L.W., and McNamara, R., Journal of Organizational Change Management, 2002.

Conversations and the Authoring of Change, Ford, J.D. and Ford, L.W., in *The Manager as a Practical Author*, David Holman and Richard Thorpe (Eds), Sage Publishing, 2002.

The Role of Conversations in Producing Intentional Change in Organizations, Ford, J.D. and Ford, L.W., Academy of Management Review, Vol. 20 (1995), 541-570. *Awarded Best Published Paper* by the Organizational Communication Division of the Academy of Management, 1995.

Logics of Identity, Contradiction, and Attraction and Change, Ford, J.D. and Ford, L.W., Academy of Management Review, Vol. 19 (1994), 756-785.