



QUALIFICATION BRIEF OF CLAUDE WHITMYER

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Capability Summary

- **Sales, marketing and public relations experience** in a wide variety of businesses.
- Highly skilled in **project and initiative management**, whether short-term or long.
- Highly developed skill at **vendor sourcing for new technology adoption** related to virtual learning and collaboration.
- **Quick learner** with high level of energy for the right (i.e. interesting and exciting) projects.
- **Exceptional speaking, writing, and presentation skills.**
- Highly capable of **preparation and delivery of milestones, reports, and other presentations** to any level of management.
- **Veteran business educator and organizational consultant** who has served more than 2,000 clients in several hundred corporations, small businesses, non-profits, and educational institutions.
- **Consulting focuses** have included:
 - Strategic planning
 - Market research
 - Corporate communications
 - Executive and management coaching
 - Instructional design and curriculum development for organizational learning and individual advancement
 - Computer-mediated meetings and events
 - Tradeshow preparation and booth management
 - Organization and oversight of large-scale educational events
- **Teaching/training focuses** have included:
 - organizational transformation
 - leadership development
 - basic business management skills
 - the application of technology to learning, training, and collaboration
- In the mid 1980s, **co-produced a large-scale educational event** positioning Pacific Bell (now ATT) as a small-business advocate.
- In the mid 1990s, **developed one of the first online graduate business programs in the U.S.**

- **Authored thee books:**



In the Company of Others: Making Community in the Modern World (Putnam, 1993, 5,000+ in print).



Mindfulness and Meaningful Work: Explorations in Right Livelihood (English, German, Spanish editions; Parallax Press, 1994, 20,000+ in print).



Running a One-Person Business (Ten Speed, 1994, 2nd edition. Foreword by Tom Peters, 60,000+ in print).



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Core Competencies and Professional Highlights

CORE COMPETENCIES

- Business Development
- Marketing and Sales Management
- Vendor Sourcing
- Curriculum Development
- People Skills
- Writing Skills: Journalistic, Technical, Business, and Non-Fiction
- Systems Thinking
- Strategic Planning
- Project Management
- Design Cycle Leadership and Implementation
- Small Business Management Consulting
- Administration/Operations Management
- Teaching/Training
- Instructional Design
- Virtual Teaming
- Meeting Facilitation (Future Search, Interaction Associates and Group Graphics methods)
- Microsoft Office Suite, SmartDraw, Camtasia/SnagIt
- Multiple video and web conferencing platforms
- Certified Web Author and Certified Web Developer (NJIT)

PROFESSIONAL HIGHLIGHTS

Vendor Sourcing

- Primary point of contact and liaison between clients and vendors at numerous engagements, including corporate, government, and higher education.
- High level of skill at identifying the “right” vendors and cultivating vendor relationships that go the extra mile for the client.
- Current industry knowledge of software and related technologies for mediating and improving communications and learning.

Curriculum Development

- Extensive experience developing training curricula for corporate and higher education initiatives.
- Strong team leadership skills managing teams both in-person and across distance and time zones.
- Curriculum customization

Design Cycle Leadership And Implementation Skill

- Experienced facilitator for group development of technical specifications and RFPs.
- Proven experience liaising between technical and marketing or other staff.
- Experience with implementation planning and roll out

Teaching/Training/Facilitation

- Extensive experience as an instructor and facilitator.
- Trained in Future Search™, Interaction Associates™, and Group Graphics™ facilitation methods.
- Developed unique methods for increasing participation in virtual meetings and courses.
- Experienced event planner in current contact with several meeting/events production contractors.
- Experienced as executive coach/mentor and trainer of senior management.

Administration/Operations Management

- Extensive experience as a “manager/supervisor” of individuals and teams.
- Knowledgeable about internal management and documentation procedures and methods.
- Strong project management skills, including timely and effective delegation.



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Recent Vendor Relationships or Knowledge of Vendors

Content Providers

- Global Knowledge
- Thomson Corporation
- SkillSoft

Training Companies

- Change Works
- Future Search Network
- Group Mind Express
- Interaction Associates
- RealChange Network
- The Grove

Knowledge Management/Document Management

- OpenText (LiveLink)
- Xerox (Documentum)

Web Conferencing

- Webex
- Elluminate
- GoToMeeting
- LiveMeeting
- Linktivity
- Adobe (Breeze)
- Centra
- Horizon Live
- Interwise

Learning Management Systems

- Blackboard/WebCT
- Moodle

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Consultant Experience Summary



Project Manager-Vendor Selection and Curriculum Customization

Representative examples for which the described activities were accomplished:

Leadership of Scoping Requirements, including development and screening of vendor pool and development and oversight of RFPs.

- NASA Astrobiology Institute – 2003-3005
- American Hospital Association’s Health Forum - 2001
- Missouri State University - 2002
- Pacific Bell – 1986
- Softyme – 1983-1985

Partner with Internal Organizations on Vendor Contracting

- NASA Astrobiology Institute – 2003-3005
- Fujitsu America – 1987
- Pacific Bell – 1986
- Softyme – 1983-1985

Develop, Cultivate, and Maintain Vendor Relationships

- FutureU Annual Survey of Collaboration and Open Source Educational Software – 2004 to present
- NASA Astrobiology Institute – 2003-3005
- MadDuck Technologies (Web Course in a Box) – 2001
- Pacific Bell – 1986
- Softyme – 1983-1985

Develop and Execute Rollout Plans

- NASA Astrobiology Institute – 2003-3005
- Pacific Bell – 1986
- Softyme – 1983-1985

Determine and Execute Customizations in Partnership with Learners and Vendors

- Dominican University of California – 2005
- Yosemite Community College District – 2004
- NASA Astrobiology Institute – 2003-3005
- Universidad Interamericana de Puerto Rico – 2001
- American Hospital Association’s Health Forum - 2001
- Missouri State University - 2002
- Pacific Bell – 1986
- Softyme – 1983-1985

Develop Metrics and Evaluation Tools

- Center for Safe Energy – “Increasing Participation of Women in the Political Process of Kazakhstan” – 2004 to present
- NASA Astrobiology Institute – 2003-3005
- Fujitsu America - 1987
- Pacific Bell – 1986
- Southland Corporation – 1986
- Boeing Corporation - 1986
- Softyme – 1983-1985

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Consultant Experience Summary (continued)



Project Manager-Vendor Selection and Curriculum Customization **Representative examples for which the described activities were accomplished:**

Coordinate Facilitation of Delivery and Maximization of Learner Participation

- King Abdul Aziz University, Jeddah, Saudi Arabia - 2007
- Dominican University of California – 2004-2006
- NASA Astrobiology Institute – 2003-2005
- Columbia College of California – 2004
- Modesto Community College – 2004
- Universidad Interamericana de Puerto Rico – 2002
- American Hospital Association’s Health Forum - 2001
- Missouri State University – 2001
- Saybrook Graduate School – 1997
- California Institute of Integral Studies – 1994-1995
- Pacific Bell – 1986
- Softyme – 1983-1985

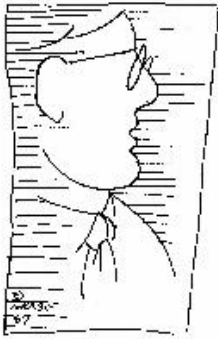
Develop Site Requirements and Manage Program Logistics for Learning Events

- King Abdul Aziz University, Jeddah, Saudi Arabia - 2007
- Dominican University of California – 2004-2006
- NASA Astrobiology Institute, Individual training events for research teams – 2003-2005
- WDHB, Learning Expedition on “E-Learning” for Executives from French Corporation – 1999
- Pacific Bell, Small Business Fair – 1986
- Softyme, Supplier Training Events – 1983-1985

Senior/Executive Training Management Experience

Representative examples of clients for which these were accomplished:

- King Abdul Aziz University, Jeddah, Saudi Arabia - 2007
- Dominican University of California – 2004-2006
- NASA Astrobiology Institute – 2003-2005
- American Hospital Association’s Health Forum - 2001
- Fujitsu America – 1987
- Pacific Bell – 1986
- Softyme – 1983-1985



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Professional Relationships with Thought Leaders

“6 Degrees of Separation” Map

This is a new assessment device I have been working on that might be helpful in assessing an organizational consultant based on his or her networks of supporters and advisors. In this example, I have mapped out to the third degree in a narrow category as an illustration of how the tool would work and to assist in assessing my own current qualifications. The concept I’m pursuing here is, not the usual “6 degrees” thing of being able to contact these people. The idea, instead, is that it might be possible to assess a consultants mental models and prejudices in advance if one were familiar with the thought leaders in the consultant’s friendship and association circles, the assumption being that the consultant may well be influenced by the theories and practices those thought leaders espouse. My hope is that this may be a sort of practical application of social networking theory and mapping.

Category: Thought leaders in action science, action research, organizational and leadership development.

First Degree (I have professional or personal relationships with these thought leaders)

Jay Cross	Sandra Janoff	Edgar Schein
Lance Dublin	Jill Janov	Cynthia Scott
Joan Goldsmith	Art Kleiner	David Sibbet
Dennis Jaffe	Tom Peters	Marvin Weisbord

Second Degree (I am one degree away from these thought leaders)

Peter Block (through Weisbord and Janov)
Warren Bennis (through Joan Goldsmith)
Peter Senge (through Art Kleiner)

Third Degree (I am two degrees away from these thought leaders)

Chris Argyris (through Peter Senge via Art Kleiner)

Example content from these thought leaders:

Argyris, Chris. *Knowledge for Action: A Guide to Overcoming Barriers to Organizational Change*, 1993.

Bennis, Warren. *On Becoming a Leader*, 2009.

Block, Peter. *Stewardship: Choosing Service Over Self Interest*, 1993.

Cross, Jay. *Informal Learning: Rediscovering the Natural Pathways That Inspire Innovation and Performance*, 2006.

Dublin, Lance. *Implementing E-Learning* (with Jay Cross), 2002.

Jaffe, Dennis. *Working With the Ones You Love: Strategies for a Successful Family Business*, 1996.

Janoff, Sandra. *Future Search* (with Marvin Weisbord) 2000.

Janov, Jill. *The Inventive Organization: Hope and Daring at Work*, 1994.

Kleiner, Art. *The Age of Heretics: A History of the Radical Thinkers Who Reinvented Corporate Management*, 2008.

Kleiner, Art. *Who Really Matters: The Core Group Theory of Power, Privilege, and Success*, 2003.

Peters, Tom. *In Search of Excellence: Lessons from America's Best-Run Companies*, 2004.

Peters, Tom. *Re-Imagine!: Business Excellence in a Disruptive Age*, 2006.

Schein, Edgar. *Organizational Culture and Leadership*, 2004.

Senge, Peter. *The Fifth Discipline: The Art & Practice of The Learning Organization*, 2006.

Sibbet, David. *Fundamentals of Graphic Language*, 1991.

Weisbord, Marvin. *Productive Workplaces Revisited: Dignity, Meaning, and Community in the 21st Century*, 2004