

Laura Prisc

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TALENT DEVELOPER / COACH / MENTOR

Coaching

Mentoring

Development/Teaching

Relationship Building

Team Building

Meeting Facilitation

Strategic Communication

Creative Thinking

Extensive experience (25+ years) providing consulting, coaching, mentoring, leadership development, team building, teaching, change management, and strategic counsel for leaders at all levels of an organization.

Expertise in working closely with senior staff, line managers, and employees to define development needs and create and deliver development content; identify communication needs and develop plans to address them; build strong teams; and strengthen stakeholder engagement.

Resilient, resourceful, and productive with grace under pressure. Proven ability to manage multiple tasks and develop clarity and commitment across diverse organizations.

PROFESSIONAL EXPERIENCE

LEADERSHIP & LIFE POTENTIAL, LLC

2012-Present

Business is simple; people are complicated! *Providing strategic counsel, teaching, coaching, and speaking related to leadership, teamwork, creative thinking, personal development, change management, and communication to individuals, teams, and organizations.*

CONSULTANT, COACH, MENTOR, TEACHER, SPEAKER

Using a process of "Inquiry, Discovery, and Mastery," I enable clients to clearly define their vision, identify challenges, and define and allocate resources necessary to achieving team, departmental, and organizational goals. Areas of expertise include: Assessments of leadership, team, and personal development needs. Consulting on all aspects of strategic communication, employee engagement, relationship dynamics, and conflict resolution. Teaching strong, healthy team behaviors, and leadership and communication skills through coaching, mentoring, focused teaching, and in-depth leadership studies. Guiding leaders, teams, and organizations through the change management process. Helping others step confidently into their potential through increased self-awareness and intentional action.

Key contributions:

- Raising self-and other awareness to improve communication, team building, asset allocation, and collaboration resulting in fewer unplanned events during plant outage.
- One of 150 John Maxwell Certified Coaches, taught a new transformational leadership process to ~19,000 leaders in the seven streams of influence (government, business, arts & entertainment, education, faith community, media, and family in Guatemala, and as one of 200 Coaches provided similar transformational leadership teaching to ~20,000 leaders in Paraguay.
- Clients include The Dow Chemical Company, Toyota Motor Manufacturing West Virginia, PrimeLending, Northwestern Mutual Financial Network, New York Life, Kanawha County Schools, Huntington Museum of Art, Casey Construction/Fox Engineering, as well as a number of entrepreneurs.

CONSTELLIUM GLOBAL AEROSPACE, TRANSPORTATION AND INDUSTRY

2010-2013

Manufacturer of aluminum rolled products for use in a variety of industries; 1,000 employees (North America) formerly Alcan Rolled Products.

COMMUNICATIONS AND LEADERSHIP DEVELOPMENT MANAGER

Drove culture change through the development and implementation of training and development opportunities focused on building strong teams and developing leaders at all levels of the organization. Changed the way communication was planned for and implemented throughout the organization, targeted at all audiences. Developed trust-based relationships internally and externally, developed and delivered leadership and communication skills training, team building, and meeting facilitation to managers and supervisors, and provided coaching to leaders at all levels. Worked closely with Business Unit Managers to define team needs and develop training modules to close the gaps. Worked with the global communications team to develop and implement communications programs (adapted to local/regional needs) to support critical business initiatives. Drove management and leadership development through identification of training needs and coordinated efforts with appropriate providers.

Key contributions:

- Drove management team development through formal and informal training, coaching, and mentoring, using tools from 5 Dysfunctions of a Team, Peak Performance/Dynamix Profiles, Speed of Trust, Situational Leadership, and John Maxwell Team.

- Facilitated a Mastermind Group on the 21 Irrefutable Laws of Leadership for all Cast House Foremen, followed by time management, delegation, situational leadership, and meeting facilitation training.
- Facilitated the application for and administration of a workforce development funding program, resulting in ~\$700,000 dollars worth of training funding over the course of a year.
- Facilitated stronger teams through intensive team building sessions, tailored to each team's unique needs.
- Lead a cross-functional task force to develop a new employee on-boarding process as part of our quest to change the culture and improve employee engagement.
- Improved communication skills of managers faced with communication/employee challenges, through coaching, mentoring, & formal training, helping them develop key messages, distribution/presentation strategies, and follow-up processes.
- Refined and delivered "people skills" training modules within the corporate Green Belt training program as part of our Lean Manufacturing/Six Sigma programs.
- Developed a comprehensive communication plan with clearly defined objectives, key messages, and channels, in response to a Global Employee Engagement Survey.

LONGVIEW FIBRE PAPER AND PACKAGING, INC.

2008-2009

Manufacturer of paper and corrugated packaging; 1400 employees and seven locations in four states; \$672M in sales.

COMMUNICATIONS MANAGER / LEADERSHIP COACH

As the company's first Communications Manager, changed the communications culture within the company through coaching/consulting with executives, managers, and supervisors to improve overall communications with staff, the public, and the media. Developed and delivered communications and situational leadership training for supervisors. Managed strategic communications planning; developed channels, vehicles, and processes for sharing information with internal audiences at all levels and locations. Managed media relations and sustainability reporting. Conducted employee focus groups to evaluate communication effectiveness.

Key contributions:

- Improved communication skills of managers faced with communication/employee challenges, through coaching, mentoring, & formal training, helping them to develop strategies, key messages, distribution/presentation plans, and follow-up processes.
 - Routinely received the highest scores from participants in internal supervisor development series training for developing and teaching the communication skills module and supporting the situational leadership module.
- Following an informal communications audit, developed an action plan for more comprehensive, frequent communication through a variety of channels, evolving from minimal communication to frequently sharing business information with all employees through a variety of channels, while developing an initial, overall communication program.
 - Enabled more efficient internal communication via email by creating email lists for targeted employee groups, and made lists available to all employees. Established a monthly employee newsletter, which doubled in size in less than a year with increased contributions from internal sources.
- Provided communications expertise to marketing by collaborating on initiatives to develop an internal branding plan and guiding web site redesign.

TREE TOP, INC.

Selah, Washington 2005-2008

Grower-owned cooperative with six facilities in Washington and California producing a variety of fruit products sold as consumer packaged goods and ingredients (supplying 20 of the top 25 global food manufacturers); 1300 grower-owners; 1200 employees, and \$758M in annual sales.

CORPORATE COMMUNICATIONS MANAGER

Managed all aspects of Corporate Communication, while working closely with HR on employee relations issues, leadership development, and initiatives focused on developing a high performing organization. Responsible for employee and grower-owner communications, and community and media relations; managed the company store and corporate giving budgets; and oversaw the history project (50th Anniversary). Developed communication plans and coached management team on appropriate communication methods/vehicles/channels related to specific situations. Assisted Marketing in initiatives, ads, and promotions. Planned and managed annual grower meetings and produced annual report.

Key contributions:

- Collaborated with HR, IT, Operations, Marketing, and Finance on various employee relations issues, including serving on a team focused on "Developing a high-performing organization" strategic initiative, which defined action plans to meet co-op objectives.
- Developed comprehensive communication plans for two plant shut-downs. Achieved goals of earning fair media coverage and understanding and support from the community, and retaining plant employees until the shut-down.
- Turned the company store from a planned loss of \$20K/annually to a profit center of \$4K over three years by motivating employees, adjusting prices, increasing product offerings, and opening to the public. Drafted a business plan to expand the company store offering expanded products and services, and an advertising plan, that would ensure the store would continue to operate at a profit.

- Initiated and oversaw a project to research and compile the company's history into a book published in 2010--marking the co-op's 50th anniversary (\$130K budget). Served as key team member on web site complete overhaul. Saved the company \$25K/year producing the annual report internally.
- Researched and defined the company's position on Corporate Social Responsibility. Drafted the initial position statement and several strategic initiatives now included in the company's strategic plan.

ENERGY NORTHWEST

Richland, Washington 2001-2005

A public power consortium of solar, wind, hydro, biomass, and nuclear power plants in Washington State, Energy Northwest employs 1100 union and non-union people in several locations.

INTERNAL COMMUNICATIONS CONSULTANT 2003-2005

COMMUNICATIONS OFFICER 2001-2003

Managed a broad range of internal and external communications plans and strategies. Provided coaching/mentoring to managers at all levels regarding employee issues, communication challenges, and leadership behaviors. Developed/distributed talking points, position papers, FAQs, speeches/presentations, and other materials. Coached staff on presentation development and message delivery. Responsible for web site content development and maintenance. Wrote, edited, and coordinated production of the Annual Report. Supervised communications staff. Acted as on- and off-camera spokesperson.

Key contributions:

- Developed and delivered a communication skills module at the company's "leadership academy," an internal, five-week manager/supervisor development program.
- Guided executive and management communications acting as consultant to CEO and his staff, management team, and project teams. Wrote speeches and developed presentations for CEO and staff to give at a variety of internal and external venues and events.
- Developed and implemented the communication plan for the *Quest for Excellence* (the primary strategic initiative for improving operational excellence and controlling costs in 2004-2005). Advised management and team on strategies/tactics and message development.
- Developed and implemented the communication plan for heightened security measures affecting the site and employee relations (a result of more stringent regulations from Nuclear Regulatory Commission following 9-11).

PREMERA BLUE CROSS

Spokane, Washington 1998-2001

Non-profit health insurer providing a variety of plans to individuals and groups/businesses; 286,000 members; 2,900 employees and annual revenues of \$3.3B.

COMMUNICATIONS SPECIALIST

Developed and implemented communication plans including sub-plans by audience. Wrote collateral materials and newsletters, developed and presented formal and informal presentations. Consulted with/advised senior management and other departments regarding situation-specific message appropriateness, consistency, and conformance with regulatory requirements. Developed and made B2C and B2B presentations regarding process changes related to health plans.

Key contributions:

- Communications Specialist on the *Business & Systems Transformation Team* - the number one strategic initiative at the time (an ERP project consolidating from 11 systems to four).
- Managed a budget of \$300K for newsletter production (eight versions of one newsletter, sent quarterly, to 286,000 members in Washington, Oregon, and Alaska). Saved the company several hundred thousand dollars over three years by negotiating with a new contractor.

EDUCATION & ASSOCIATIONS

MS Communications, Emphasis in Leadership – Eastern Washington University, Cheney, Washington

BS Organizational and Mass Communication – Eastern Washington University, Cheney, Washington

Professional Development / Certifications

Gallup Certified Strengths Coach

Gallup BP10 Coach

Strengths Strategy Coach

John Maxwell Team – Certified Coach, Trainer, Speaker

Leadership Development Program – Center for Creative Leadership

Graduate – Leadership West Virginia 2011

Graduate – Leadership Jackson County (WV) 2010

Graduate – Leadership Yakima (WA) 2006

Trained Facilitator – Leading at the Speed of Trust (FranklinCovey Global Speed of Trust Practice)

Additional Info

<https://www.linkedin.com/in/intuitivepathfinder/>

www.lauraprisc.com

<http://www.greatexpectationsthinkspace.com>