

Marj Lawson

Leadership Learning Leader Business and Life Coach and Potentialist

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PROFILE

- Enthusiastic, highly-motivated, results-oriented learning leader, coach, and former mid-manager, with 18 years of success in leadership and learning positions. Known for improving the effectiveness of organizations and individuals.
- Passionate about and dedicated to **leadership learning and development** and to empowering individuals to achieve new **business and life paradigms**. Finds greatest joy in helping leaders significantly enhance their business effectiveness and encouraging them to discover, grow, and express their gifts and potential.
- Experienced in leadership learning and development, coaching, change management, facilitation, process improvement, project management, client relationship management, and communication.

BUSINESS EXPERIENCE

Learning Program Manager for Leadership Worldwide Customer Services

NCR Corporation (\$5B multinational technology solutions company)

2001-2002

- Custom-designed, developed, and led leadership development, team-building, and new manager workshops aligned to the organization's needs, priority objectives, and strategy as well as to leadership competencies. Achieved student-measured Level I results of 98 percent as *Highly Satisfied*, Level II outcomes of 99 percent, and overall leader-assessed Level III benefits as *Improved Performance*.
- Coached NCR senior executives and other leaders, through one-on-one unique interactions, to self-empowerment in order to discover, define, develop, and achieve extraordinary professional outcomes and to live balanced, meaningful lives. Consensus impact: Changed behaviors; improved business results and lifestyles.
- Designed and deployed six highly acclaimed Leadership Academies, a major, global business-unit initiative, built for learning to support business success, for six audiences of over 1,800 managers. The Web-delivered curriculum of blended learning included synchronous Web seminars and teleclasses, asynchronous sponsor messages and self-developed/third-party online courses, topic-related Web resources, and learn-by-doing action planning.
- Envisioned, developed, and deployed a dynamic train-the-trainer (cascaded) live workshop, *Improving Service Quality*, for 850 managers throughout the US--completed in six weeks. Developed all modules and learning kits: video message from the sponsoring executive, trainer script and slides, team-building video and props, facilitated discussion and brainstorming tools, job aids and reference kit, and an action planning process and tools to identify challenges and remove roadblocks. Compiled and shared Levels I, II, and III metrics with executive and team.
- Creatively designed and developed more than 30 successful business-driven online courses and slide/audio Web seminars.

**Learning Program Manager for Project Management
Worldwide Customer Services
NCR Corporation**

1999-2001

- Designed, developed and deployed a blended-learning curricula (synchronous and asynchronous interventions and workshop) around large-scale systems installations, for 160 project managers. Presented this hugely successful learning experience as a case study in ROI learning at the OnLine Learning 2000 Conference, September 2000, and for publication in the January 2001 issue of *Training* magazine.
- Designed dozens of instructionally innovative blended-learning curricula (e.g., synchronous Web seminars, online training, performance-support tools, and live training) around business-specific needs, objectives, processes, and systems.

**Business Systems Consultant and Learning Program Manager
Information Technology Services
NCR Corporation**

1994-1999

- Launched a formal learning function for the global 2,000-employee IT organization: Established a new-hire orientation and assimilation program and welcome kits, role-based learning roadmaps, individual assessment-based learning and development plans, third-party technical online courses—an NCR first, and team-building workshops/team-leader coaching. Significantly heightened technical acumen among the organization.
- Creatively designed and implemented a variety of tools and aids to heighten the visibility and benefits of continual learning (e.g., open houses and demonstrations, weekly refreshed content for Learning Academy, weekly e-mail learning quick tips, eye-catching brochures, focus groups, learning mentor for new hires).

**Director, Business Services
NCR Corporation**

1985-1994

- Led an 85-person organization, with direct P&L accountability of \$8.5M; invested significantly in process improvement and people development and empowerment.
- Executed a business turnaround of nine Dayton-based business service organizations, resulting in \$870K in annualized savings and five NCR quality awards for “personal innovation, zeal, excellence, and leadership.”

PRESENTATIONS, PUBLICATIONS, MEMBERSHIPS, AND EDUCATION

Conference Presentation

Case study: *The Whole Is Greater Than the Parts: Combining Asynchronous, Synchronous, and Live Learning Environments*, OnLine Learning 2000 Conference (4,800 participants), Denver, September 2000.

Publication

Case study for article, *Beyond ROI*, illustrating the business impact of a blended-learning solution for project managers, *Training* magazine, January 2001.

Memberships and Business Volunteerism

- Founding Member, International Association of Coaches
- Chair, Business Advisory Board and guest lecturer, Miami University Middletown

Education

- Graduate, Certified Coach Intensive, 2003
- Graduate work, Master of Business Administration program, 1981-1983
University of Dayton, Dayton, Ohio
- Bachelor of Science, Business, 1965
Miami University, Oxford, Ohio; Beta Gamma Sigma (national business academic honorary)