

M. Rosenberg Consulting – Marvin Rosenberg, Principal

PHILOSOPHY STATEMENT

All aspects of organizational effectiveness depend on how well an organization and its work force plan for and execute creating a balance between the forces of change and stability. People and their ability to adjust, grow and change are key to an organization's success over time.

MY APPROACH

- Esteem and respect all people at all times
- Believe in the principle that all people want to experience success in the work place by helping their organizations to be successful
- Focus on customer requirements and operational effectiveness
- Investigative efforts are not complete until the root cause(s) are identified
- All solutions must be easily understood and practical and be developed with the goal of making the right thing to do the easiest to accomplish

AREAS OF EXPERTISE/RESULTS

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| <ul style="list-style-type: none"> ■ Leadership Coaching and Team Development ■ Change Management: Assessment, Planning, and Implementation Coaching ■ Conflict Mitigation ■ Program and Project Sponsorship Coaching | <ul style="list-style-type: none"> ■ Performance Management ■ Process Improvement Analysis and Facilitation ■ Strategic Futures Facilitation and Planning ■ Retreat Planning Design and Facilitation |
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EXPERIENCE / SELECTED PROJECTS

- 28 years' experience with the Health Care Industry working with Administrative and Medical executives, divisional and departmental leaders and multidisciplinary teams in a range of settings including: Primary Care, Hospitals, Skilled Nursing Facilities and Behavioral Health
- 19 Years' Adjunct Faculty for Masters Programs: University of Washington School of Social Work and Antioch University Psychology Program
- 9 years' experience in business management
- Large and small-scale change management initiatives with focused expertise in Chronic disease and Preventive Care Management Programs including evidence based, "best practice" identification, metric development and implementation planning
- Extensive Project Management experience and coaching including: sponsorship, planning and analysis, design, scope management and implementation planning and execution
- Business development including: strategic planning, organizational structural design, performance management system design, leadership coaching, team building and conflict resolution

CREDENTIALS

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| <ul style="list-style-type: none"> ■ Master of Science in Social Work, with Distinction Phi Kappa Phi , University of Louisville ■ Adjunct Faculty Masters Programs: Antioch University, Seattle 1985 – 2003; University of Washington, School of Social Work, 1995 – 2003 | <ul style="list-style-type: none"> ■ Bachelor of Science, University of Washington ■ More than 30 years experience as a clinical provider, manager/leader and consultant in for-profit and not-for-profit businesses and organizations |
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SELECTED CLIENTS

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| <ul style="list-style-type: none"> ■ Core Health ■ Impact Learning Systems | <ul style="list-style-type: none"> ■ Blue Cross Blue Shield ■ Group Health Cooperative |
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Contact the Alliance at 206-616-8461 OR alliance@u.washington.edu.