

Barry G. D. Galloway

THE BARRY GALLOWAY DESIGN GROUP (WWW.BGALLOWAY.COM)

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Mission

- Help clients to improve their organizational effectiveness through improvements in individual performance. Help individuals achieve significant personal improvements in their job-related performance capabilities by designing and developing effective, customized instruction and learning tools for them, and by identifying constructive improvements to their critical work processes and environments.

Overview

- **Twenty-six years of experience** in designing, developing, and delivering effective learning and performance solutions for industry, non-profit, and public sector organizations.
- **Fifteen years as an independent consultant** in the field of human performance technologies, with emphasis in the custom design of instructional interventions and performance support systems for both technical and soft-skills applications.
- **Experience with e-learning tools and blended learning solutions** used to develop online learning resources and classroom-format workshops that support both independent self-study and collaborative learning.
- **Master of Science degree** in Instructional and Performance Technologies.

Services

Performance Analysis and Consulting Services:

- Analyze existing workflow, requirements, environment, and tools to identify critical performance improvement opportunities
- Evaluate existing metrics, tools, and training in terms of their usefulness and effectiveness
- Provide guidance on appropriate training, tools, and interface design
- Consult on the design and development of e-learning, training courses and curriculum, LMS/LCMS deployment, and other performance support systems (including SCORM and section 508 compliance)
- Mentor staff development teams in the effective design and development of e-learning and other instructional design efforts

Training Design and Development Services:

- Perform needs assessment and task and skills analysis
- Design, select, and/or develop customized e-learning resources and blended learning solutions
- Design, develop, and/or deliver customized classroom training courses
- Design, evaluate, and/or assess overall training programs and curricula
- Select, develop, and/or manage LMS/LCMS tools
- Present instructional design and performance technology workshops
- Provide voiceover narrations and/or script writing for audio

Some Recent Projects (listed alphabetically)

AMERICAN SOCIETY FOR TRAINING & DEVELOPMENT (ASTD) in Alexandria, VA

- Collaborated with Clark Training and Consulting (*clarktraining.com*) on a custom development project for ASTD (*astd.org*) to create “The ASTD Designing Learning Certificate” program, a three-day hands-on training workshop in instructional design and development that has been released nationally by ASTD (see *astd.org/astd/Education/DesigningLearning/designing+course+descrip.htm*).

AARP NATIONAL HEADQUARTERS in Washington, DC

- Provided systems analysis and technical business advisory services to AARP (*aarp.org*) on a project to implement an automated system for Individual Performance Objectives (IPOs), the first phase of a long-term project to develop an automated system for AARP’s new Performance Review process. Assisted project team in development of system requirements and design, performed workflow process mapping, guided design of the user interface, drafted system-generated messages, and drafted system user documentation and training materials.
- Developed a model information system to support both newly hired and transitioning employees nationwide as AARP effected a complete strategic restructuring of its national Field Operations personnel. Called *FIELDnet*, the new electronic performance support system proved to be a complete success, providing critical resources and procedural guidance upon demand in numerous time-sensitive situations. AARP subsequently expanded the scope and role of *FIELDnet* as the primary channel for information sharing with all 53 state offices.
- Provided design and delivery support to the AARP Learning Center in the deployment of virtual classroom presentations and workshops, with attendees nationwide, using *Placeware* (now Microsoft *Live Meeting*) and *Brainspark* on the web, as well as satellite broadcast technologies.
- Coordinated the effort to develop a strategic plan for integrating AARP’s employee Learning Management System (LMS) with the organization’s new internet-based Human Resources Information System. Conducted research, performed impact studies, and made recommendations to the Director of the Learning Center. All of these recommendations were implemented.
- Benchmarked best practices in the use of videoconferencing technologies, for both training and collaboration purposes, for the Manager of Educational Technology and Distance Learning. Developed a handbook documenting these practices and worked individually with various sites nationwide to implement a pilot test program. The association still uses both the technology and these procedures extensively.

CLARK TRAINING AND CONSULTING in Phoenix, AZ

- Ongoing contract with Clark Training & Consulting (*clarktraining.com*) as a Sr. Associate Instructor to present in-house seminars and workshops in methodologies for Needs Assessment, Human Performance Technology, Task and Skills Analysis, and Instructional Design / Development to public and corporate organizations nationwide. These organizations have included the U.S. Marine Corps., Internal Revenue Service, Cisco Systems, Paychex Inc., Citrix, and many other industry and non-profit organizations.

ECONOMIC SYSTEMS INC (ECONSYS) in Fairfax, VA

- Designed and developed a library of self-study online training modules for Economic Systems Inc (*econsys.com*), to be marketed to U.S. Government Agencies as a substitute or supplement to existing live retirement seminars. The training was designed to address the needs of government employees in all branches of the Federal government in understanding their retirement programs, TSP, Insurance, and Social Security benefits, and in overall planning for eventual or imminent retirement.

The modules employ narration, animation, graphics, and text to impart both conceptual and financial skills, provide supplemental links to online resources for further exploration and learning, and are accessed via the internet using only a browser. The training modules have been so successful that other companies are now licensing their use to augment their own live retirement training workshops.

FEDERAL AVIATION ADMINISTRATION (FAA) in Fairfax, VA and Washington, DC

- Designed and developed classroom training materials for the FAA's Air Traffic Control System Command Center (ATCSCC) Conference Control System (CCS), a new system designed to provide ground-to-ground telephone communications and conferencing control functions associated with regulating air traffic. This project required task and skills analysis, along with development of a student guide, instructor guide, and additional reference support materials.

FREDDIE MAC CORPORATION in McLean, VA

- Developed custom training materials, both e-learning and classroom, for Freddie Mac's Enterprise Data Program (*freddiemac.com*), teaching the corporation's new Data Quality Management policies and procedures to its employees. The self-study e-learning course ("Data 100") became required training for all employees and employed text, graphics, and online narration. The classroom course ("Data 200") introduced participants to use of the Data Quality Compliance Toolkit, which specifies the procedures required of those individuals who work with critical data elements within the scope of the company's information technology operations. At the request of Freddie Mac, performed update of both courses to comply with subsequent company policy changes. This contract is still ongoing.

LUMENOS, INC. in Alexandria, VA

- Designed and developed training materials for Lumenos (*lumenos.com*) for their use in preparing new Customer Service helpdesk personnel to sell and explain the company's health care plans and products to customers during Open Enrollment. The materials were developed for classroom presentation and included PPT slides with complete instructor notes, practice exercise materials, and lesson mastery tests.

**NATIONAL ACADEMY OF PUBLIC ADMINISTRATION (NAPA),
CENTER FOR HUMAN RESOURCE MANAGEMENT** in Washington, DC

- Served as a principal consultant for NAPA/CHRM (*napawash.org*) in the review of the **U.S. Department of the Navy's** two-level performance management system, to determine its effectiveness, its utility when compared with benchmarked pass/fail performance management best practice systems, and the degree to which the program successfully met agency and employee needs in assessing individual and organizational performance. The study integrated: documentation and system metrics analysis; individual and group interviews of executives, supervisors, and employees nationwide to identify and prioritize common issues; and an Internet-based survey of supervisors and employees to quantify findings. The final report to the Navy addressed common issues, contrasted the Navy's system with other organizations' two-level performance management systems, assessed the system's overall success, and suggested interventions to further improve the effectiveness of the Navy's two-level system.
- As part of a team of NAPA/CHRM consultants, worked closely with **U.S. Department of Education** HR staff in developing a new human capital plan, detailed restructuring plan, and competitive sourcing plan, in accordance with the President's Management Agenda, the Secretary's strategic plan, and the Department's "Culture of Accountability initiative." The team worked with several teams of Department of Education executives and employees to develop recommendations and follow-up strategies.

PEPCO HOLDINGS, INC. in Washington, DC

- Performed an assessment of customer service training needs related to call center operations at Pepco Holdings, Inc. (*pepcoholdings.com*). PHI includes both PEPSCO and ACE/Delmarva call centers across the mid-Atlantic area. PHI's initial request was for an analysis of the non-technical customer service related skills training needed by Customer Service Representatives (CSRs) within the call centers. The analysis report presented an extensive list of critical action items of which CSR "soft skills" training played only a minor role; of greater import were management communication skills, accountability, clarification of requirements, and performance feedback issues. Subsequent presentation of these recommendations to PHI management resulted in a commitment to revise their Call Center operations to focus upon these issues.

THE PRUDENTIAL INSURANCE COMPANY OF AMERICA in Shelton, CT

- Assisted The Prudential Insurance Company of America (*prudential.com*) in the collection and analysis of data surrounding the integration of the annuities businesses of American Skandia and The Prudential. Analyzed data previously collected, identified gaps in the information, interviewed key Prudential business holders to fill those gaps, and created a comprehensive matrix for use by key Prudential executives in prioritizing and implementing a corporate communications program to facilitate the migration of Skandia's AS/400 system to Prudential's system.

TOTAL LEARNING CONCEPTS in Boston, MA

- Co-designed and developed *Real Pharmacy*, an interactive e-learning course for Total Learning Concepts (*tlonline.com*) that coaches pharmaceutical salespersons in effective interactions with pharmacists and pharmacy personnel. Project required Task and Skills Analysis and development of Computer Based Instruction (CBI) materials.
- Co-developed *Xolair Reimbursement and Distribution*, an interactive e-learning course to prepare pharmaceutical salespersons for effective participation in a unique managed care program in support of a newly-released asthma product. Project required Task and Skills Analysis and development of Computer Based Instruction (CBI) materials.

U.S. DEPARTMENT OF HOMELAND SECURITY in Washington, DC

- Consulted to the Director of Training and Development for the **US-VISIT** (*U.S. Visitor and Immigrant Status Indicator Technology*) program to develop Strategy and Governance documents for the development of DHS-wide training and performance support projects related to US-VISIT, as mandated by the Department of Homeland Security strategic plan. Developed Training Standards Guide and Training Strategy documents, US-VISIT Training Partner Strategy document, and supporting documents. Developed performance metrics to support departmental compliance with US Office of Management and Budget program assessment (PART) requirements. All documents were completed within the required time period.
- Conducted process review and federal compliance monitoring functions in support of the **U.S. Transportation Safety Administration's (TSA)** airport security personnel hiring process.
 - Developed a new IT process tracking system to provide management with daily status monitoring of the staffing and placement of key personnel in federalized airport security activities.
 - Developed an internal training program for TSA HR staff and other project personnel to prepare them for the ongoing management of the Staffing Process Tracking And Monitoring system. Performed Task and Skills Analysis and developed Training Materials.
 - Provided analysis of revised database systems, together with enhanced systems development requirements, for document process tracking and ultimate knowledge transfer to new staff.

Previous Client Organizations

Previous client organizations have included: U.S. Army, U.S. Customs Service, U.S. Internal Revenue Service (IRS), USDA Graduate School Government Audit Training Institute, Federal Emergency Management Administration (FEMA), Social Security Administration (SSA), New York City Board of Education, State of Pennsylvania, Agency Management Services, Bell Atlantic (now Verizon), Cable and Wireless Corporation, Central Fidelity Bank of Virginia, DBMI, March of Dimes, Marriott Corporation, Network Solutions, Peoples Bank of Connecticut, PNC Bank, Ryder Systems, Inc., and The Equitable of New York.

Education

BACHELOR OF SCIENCE IN BIOLOGICAL SCIENCES; University of California, Irvine (1976)

MASTER OF SCIENCE IN INSTRUCTIONAL AND PERFORMANCE TECHNOLOGY; Boise State University (1992)

Professional Memberships

American Society for Training and Development (ASTD)

Business Network International (BNI) McLean Business Forum – former chapter president

Independent Computer Consultants Association (ICCA)

International Society for Performance Improvement (ISPI)

Recent Awards

National Register's "WHO'S WHO IN EXECUTIVES AND PROFESSIONALS" 2004-2005