

TransForum Consulting, Inc.

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Maria J. Coolican, Ph.D.

The University of Michigan, Ph.D., 1996

The University of Virginia, B.A., 1987

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Jeannette L. Jackson, MBA

The University of Michigan, MBA, 1991

Smith College, B.A., 1985

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TransForum Consulting, Inc. Business Owners and Co-Directors

**Ann Arbor, MI
1995 to Present**

TransForum Consulting, Inc. specializes in transformation, organizational change and leadership development. For over ten years, the principals of TransForum Consulting have worked with corporations, not-for-profit organizations, school systems, colleges and universities. We bring a unique blend of experience in business and education as well as depth of knowledge in leadership and organizational theory and practice to our work. The approach and philosophy of the work undertaken to produce change in organizations and to develop leaders is based on action learning methodology. We work with individuals and organizations to anchor key intellectual concepts and to devise the appropriate approaches that will engage the concepts in relevant work activities and produce concrete results.

Fundamentally, our change model is based on the belief that everyone has the capacity and responsibility to develop as a leader within a system. Our methodology is an action-learning model that creates opportunities for individuals to work on changing their behaviors while simultaneously contributing to changing the overarching organizational processes. What we know from research as well as from our practice is that the most successful change processes involve the entire system, and that it takes time and thoughtful work to make that happen. Perhaps most importantly, any systemic change process must have at its core the fundamental question of how this process will positively impact its constituents.

Maria J. Coolican earned her B.A. from The University of Virginia and began her career in banking and finance. **Jeannette L. Jackson** earned her B.A. from Smith College and began her career in investment banking. Quickly discovering that their interests were much more associated with how people learn and how organizations are structured, they both pursued graduate degrees and careers as organizational change agents. Jeannette received her MBA from The University of Michigan and then began to work with a network of organizational change consultants. Maria became a high school teacher, earned her Ph.D. from the University of Michigan and then spent some years as a high school principal. Maria is currently on the faculty of the University of Michigan, and both Maria and Jeannette teach in the Leadership Program at Smith College and occasionally in the University of Michigan

Business School Executive Education Program. They are both published in the fields of professional development, leadership and organizational transformation.

Maria and Jeannette currently spend the majority of their time consulting together in the areas of organizational culture and leadership development. Both Maria and Jeannette are committed to assisting organizational leaders to create the internal structures and processes that allow both the organization and the individual within that organization to thrive. They focus equally on helping individuals craft the type of personal leadership development skills that enhance one's ability to make healthy choices in the work/life balance equation. Their work is embedded in an action-learning framework and draws heavily on the emerging work of positive organizational psychology. Both have been board members of several educational and non-profit organizations.

Maria and Jeannette reside in Ann Arbor, Michigan. In their free time, they both enjoy reading, dinner with friends and spending time with their families. Jeannette and her husband, Robert, have two children, Madeleine who is 13 and John who is 11. Maria also has two children, Liam who is 7 and Mary Katharine who is 4.

SOME OF OUR CLIENTS INCLUDE:

- ***Peerspectives® Business Executive Roundtable*** (Starting winter 2006) We were asked to participate in training and were selected for a spot running a Peerspectives® roundtable for the Small Business Association of East Michigan. The goal of this process is to work with business owners of established, high-growth companies in an ongoing peer learning process.
- ***The Executive Forum*** (Summer 2005) We were asked to present at a monthly forum for small to mid-sized business owners. The focus of our interactive session was on organizational change and leadership development, with tools for business leaders to accelerate business growth by enhancing these factors.
- ***University of Michigan Executive Education Faculty*** (1999-2001) Taught seminars in executive and organizational leadership development. Seminars designed for both for-profit and not-for-profit companies and focus on developing a growth-oriented leadership vision.
- ***Planned Parenthood of East Central Michigan*** (2004-present) Design and delivery of multiple-year highly customized organizational change process, multiple interventions, top team leadership development, coaching, mediation, and the involvement of every employee in change process.
- ***Community Foundation of Greater Flint*** (2005-present) Leadership development for top team, structured implementation of strategic plan, multiple interventions, coaching struggling employees.
- ***Smith College Leadership Program*** (1993 to present) Design curriculum, develop materials and teach leadership development including structured leadership interactions with students, administration and the community of Northampton, MA.
- ***Delta Schoolcraft Intermediate School District*** (1999-present) Design and delivery of curriculum to support a \$8.1 million dollar Federal Technology Innovation Challenge Grant. The year long action-learning, leadership development curriculum includes

students, teachers, parents, administrators, staff and community members in a process designed to allow each school to determine the most appropriate way to use the federal grant to use technology in new and innovative ways to improve student achievement. We deliver the curriculum, coach teams, provide expertise and customize the process based on data collected throughout the process.

- **Ford Motor Company** (1997-1998) Facilitators in organization-wide change leadership program.
- **Northwest Airlines Management Academy** (1996-1997) Program design and facilitation of leadership and business skills academy for mid-level managers.
- **The Houston Annenberg Foundation** (2002) Designed and facilitated a Principals' Leadership Academy.
- **Detroit Children's Home** (2000) Board facilitation and change leadership seminar.
- **Furr High School, Houston, TX** (2000-2002) Designed and delivered change leadership program for teachers, students and parents.
- **Focus:HOPE** (1994-1999) Worked with Focus:HOPE to design leadership learning session for corporations.
- **Ameritech, Merck, General Electric, Shell Oil, Harper Collins, U.S. West** (1990-1992) We worked with a consortium of consultants on large scale organizational change projects wherein we facilitated the design that was created by the lead consultants.

ADDITIONAL EXPERIENCE

Adjunct Associate Professor, University of Michigan (MJC) Ann Arbor, MI 1997-present

Teach courses in teacher education focusing on teaching and learning strategies, foreign language methodology, the structures of American schools, national and state standards, adolescent development and psychology, reading and writing strategies in the content areas, and development of assessment instruments. Serve as reviewer for annual admissions process. Advise and counsel students regarding coursework requirements and teacher certification. Supervise student teachers in the field in a variety of content areas, and teach the seminar that accompanies the student teaching semester.

Independent Organizational Change Consultant (JLJ) Ann Arbor, MI 1990-1992

Working with several networks of consultants on large-scale organizational change projects for Merck, General Electric, Ameritech, Shell Oil, U.S. West and Harper Collins.

Responsibilities included:

- Designing and developing curricula collaboratively with faculty from University of Michigan, Columbia University, INSEAD in France and Hitosubashi University in Japan.
- Designing workshop and data collection materials.
- Facilitating workshops.
- Coaching executives and teams.
- Creating a community service component linking corporate values to community responsibility.

Change Leadership Consortium Director (JLJ)

**Ann Arbor, MI
1992-1993**

The Change Leadership Consortium was a leadership development experience for change leaders from Fortune 500 multinational corporations. Responsibilities included collaborative action-learning design with faculty; sales and marketing; managing client relationships; teaching and facilitation; coaching change leaders; and, creating and distributing monthly newsletter.

Principal, University High School, Illinois State University (MJC)

**Normal, Illinois
1995-1997**

Principal of university laboratory high school, a school that serves as the clinical site for preservice teachers and as a research site for the College of Education. Led a faculty and staff of nearly 70. Supported innovative teaching and learning environments, including an interdisciplinary freshman year program, a large special education population and a unique agreement with campus departments that facilitated the opportunity for high school students to take university courses during their high school years. Responsible for budgeting, recruiting and hiring, evaluation, professional development, and first-year teacher mentoring program. Instituted a revised student handbook, policies on drug and alcohol abuse, and a student discipline program that focused on service rather than punishment.

PUBLICATIONS AND PRESENTATIONS

Planned Parenthood of East Central Michigan, TransForum Consulting, and the BEST Project: A Triad of Collaboration <http://www.bestprojectonline.org/CaseStudies.asp>
Coolican, M.J. and Jackson, J.L. Case Study 2007.

Healthy Organizations and the Link to Peaceful Societies: Strategies for Implementing Organizational Change Jackson, J.L. and Coolican, M.J. Vanderbilt Journal of Transnational Law, March 2003.

Integrating Culture with Your Strategy Coolican, M.J. and Jackson, J.L. Published in Compass Points Magazine, 1999.

The Challenge to Change: Rethinking and Reconfiguring the Freshman Year Experience Coolican, M.J. Voices From the Field. Winter, 1998.

The General Elfun Society: Leveraging Employee Volunteerism with Foundation Dollars and
Ameritech: The Community Service Link in Organizational Transformation. Jackson, J.L. Chapters in **Corporate Global Citizenship** by Tichy, McGill and St. Clair. The New Lexington Press, San Francisco, 1997.