Kris Rose Shelton ~ Project Descriptions

Recent projects comprising my work at **Wake Forest School of Business** *(Nov 2013 to present) include Center resource website, and Center marketing materials, interactive mLearning and eLearning video modules, coaching and leader self-development tools, team effectiveness resources, infographics & job aids, and train-the-trainer materials for leadership assessment.(Note: Most of these products can be viewed at* http://www.centerforleadershipandcharacter.com*.) Following find project list for* **Dex Media***.*

Center Overview: We advance the profession of business by accelerating the development of honorable business professionals who achieve results with integrity. Through our thought leadership and commitment to excellence in the development, teaching, and practice of leadership and character, we transform the ways leaders of character are developed in higher education and in business.

Center Website Resource Center

The resource center is a micro-site (linked to the main Center website) designed to house Center products and resources for students, faculty, and staff including self-service "on demand" worksheets, interactive modules, assessment tools, ethical decision-making resources, and links to Center research publications. The original "Thought Leader Video Series" offers highlights of leadership talks by speakers at events hosted by a variety of groups across the School of Business.

Biggest win: the search-enabled resource center helps learners take ownership of their learning, brings more visibility to Center products, and provides a mechanism for measuring usage. Click to view demo.

Marketing Portfolio & Brochures

Original marketing materials promote, market, and report the impact of Center products and initiatives to increase product awareness and usage as well as bring the Center broader visibility internally and externally. Creative direction and Center branding efforts include promo materials, resource center website, multi-media, and print products.

Biggest win: brand recognition through consist design impact of 1) resource center website, 2) portfolio, 3) Center 4 and 8 page brochures, 4) visuals for Center briefings, 5) M-learning/e-learning modules and digital signage, 6) Provost's Newsletters, 7) This Week at Wake postings,etc. Click to view demo.

Honor in the School of Business Interactive Module

This module for all graduate programs reinforces the importance of honor in the School of Business. Highly interactive, with clickable buttons and layered "chunked" content, this mLearning/eLearning tool provides incoming graduate students the best framework possible for continuing to develop as passionate, ethical business leaders who achieve results with integrity.

Biggest win: collaborating across the School of Business to film over 15 video clips with senior leaders and alumni to demonstrate commitment to the honor culture of the institution. Click to view demo.

MA Program Capstone Simulation Interactive Module

The MA Capstone course includes an accelerated real-world business simulation as the week-long project. "Just in time" content includes tools for strategy, leadership, ethical decision making, managing crisis situations, and communicating effectively. Interactive elements include embedded videos, mouse-over buttons, layered content, micro-lessons, narration, downloadable pdf documents, and web links.

Biggest win: co-creating video content with students during the class through real-time debriefs and "media" interviews to make the experience interactive and the learning memorable. (Demo not available.)

A Process to Build and Lead High Performing Teams Module & Resources

This "on demand learning" module provides work teams the tools and resources to build and sustain high performing teams. Over 35 separate embedded resources include quick reference guides, planning worksheets, action and problem solving worksheets, checklists, job aid infographics, and reflection tools to help learners take more charge and ownership of their learning. Click to view demo.

Biggest win: module content represents cross-discipline collaboration and is scaleable across programs for work team creation, tune-ups, and as a set of "just in time" tools to help facilitators intervene with teams having specific challenges.

Action Learning Project 2 Interactive Module

This mLearning module introduces MA in Management students to the ALP2 course where they take conceptual knowledge learned in the classroom and apply it to a real world business consulting project. Interactive elements include executive project sponsor video clips, mouse-over buttons, layered, "chunked" content, narration, multi-media music, creative typography and graphics.

Biggest win: collection of video clips from previous ALP executive sponsors offering advice. This module also served as a kick off for the "meet and greet" with incoming business sponsors. Click to view demo.

"Honorable" Faculty Resource Interactive Module

"Honorable" is a core component of the School of Business developmental framework. To assist faculty with integrating the concept "Honorable" into existing activities in the classroom, this eLearning module focuses on syllabus design and class structure as well as class execution. Over 20 downloadable samples and tools (Word and pdf) are supported by a web page on the resource center containing additional resources. (Demo not available--CLC intellectual property.)

Biggest win: the module included collaboration with a multi-discipline group of faculty members and their in depth feedback shaped the end product.

A Game of Ethics & Leadership

This original hands-on board game developed by the Center provides learners an opportunity to apply ethical concepts in a competitive game situation to reinforce learning. The game can be used in class or within a workplace setting for team building and development. (Available Fall 2015). Click for preview.

Biggest win: this board game will serve as the foundation for a partnership with the WFU Computer Science Department to build the product into a multi-player ethics game app accessible on all devices.

Ethical Decision-Action Model (EDAM) Interactive Module

The EDAM (developed by the Center for Leadership & Character) is a tool to assist business leaders in making ethical decisions and in taking ethical action. The eLearning interactive module contains step-by-step instructions, detailed worksheets as downloadable pdfs, sample cases, and multi-media resources including supporting videos to help users quickly gain confidence using this tool.

Biggest win: creating job aids including a decision matrix to package a complex topic to motivate students and enhance their ethical decision making skills. (Demo not available--CLC intellectual property.)

Leadership and Character Assessment (LCA)/ Team Member Assessment (TMA) Coaching & Self-Development Tools

After taking the LCA or TMA assessments (proprietary Center products with 360 degree assessment features) and receiving their individualized feedback reports, the learners go through a debrief where they evaluate their results and develop an action plan. The coaching and self-development tools to facilitate this include worksheets, quick reference guides, and job aid infographics as well as detailed train-the-trainer materials for staff coaches.

Biggest win: train-the-trainer materials provide an engaging "crash course" in facilitation, so the staff standing in as coaches can enter the debrief sessions as confident facilitators. (Demo not available.)

Build an Extra Class Day Faculty Workshop

The "Build an Extra Class Day" workshop (a collaboration with other university instructional technology staff) introduces faculty to available virtual technologies. The workshop includes a brief overview of three virtual class technologies, Voice Thread, Show and Share, and WebEX, available to faculty and staff as well as a hands-on, train-the-trainer workshop where faculty can walk away with their own virtual class prepped to launch at a moment's notice for a snow day.

Biggest win: initiation of collaboration across university departments to promote the use of virtual tools in the classroom university-wide.

dex media

Dex Media Overview: Dex Media mainly serves small businesses by providing in print and online yellow pages ad services in a variety of markets across the U.S. In 2007, the company had 4500 employees and contained four separate business units. During this time, Dex went through two rebranding efforts and Project ACT, a nine month organizational restructure. The parent organization, R.H. Donnelley, containing the corporate functions was headquartered in Cary, NC.

Project Lead at Dex Media:

- New employee orientation (iLT on site program & train the trainer)
  Win: partnering with HR generalists across 4 brands (business units integrating after recent mergers) and bringing compliance reporting to over 90%

- Behavior-based interviewing process (collaborative project across 4 brands)
  Win: bringing team together to produce a robust competency matrix—project phase 1

- Change management training product (managed vendor relationship for customized infographic/game tool for Project ACT)
  Win: collaborating with the vendor to infuse the product with Dex culture and values

- Project ACT team internal newsletter (email newsletter)
  Win: providing twice a month updates as a way for the 36 member project team to stay aligned

- Project ACT project website updates (in partnership with IT)
  Win: providing a resource for enterprise-wide real time updates and resources on the restructure

- *7 Habits of Highly Effective People* training for a finance team (on site staff development)
  Win: developing confidence and team cohesion to improve communication and avoid conflict

- Marketing, branding, internal promotion for training development team and "Leadership Academy"
  Win: promoting the leadership development team as an enterprise-wide resource and partner

- Instructional design process development
  Win: partnering with HR Project Management Office to align process with HR PMO initiatives

- Facilitated one-on-one coaching interventions at manager and director level
  Win: gaining commitment to enhance communication styles to fulfill personal and team goals

Project Collaborator at Dex Media:

- New manager training—iLT modules on leadership, compliance, coaching, mentoring, and labor relations developed with training team, facilitators, legal counsel, labor relations, HR generalists
  Win: on site program delivered across 4 brands with 94%+ penetration of new manager groups

- Project ACT—company restructure project team in partnership with Proudfoot Consulting
  Win: providing on site change management training & internal marketing, promotion, and communication enterprise-wide

- Performance management tools and process—redesign of evaluation tool and training
  Win: supporting HR team in working through an innovative new model

- Union-Free training and marketing campaign—iLT, train-the-trainer, job aids, promo materials
  Win: awareness campaign for non-unionized business units (developed and launched in 1 week) deterred unionizing efforts

- Employee engagement survey—assisted with communication strategy and implementation
  Win: enhanced employee engagement in the engagement survey prior to and during launch

- Exit process—assisted with revising exit interview questions and checklist to assure sign off from all departments
  Win: provided a one page front and back tool for closing all loops with exiting an employee

- Situational Leadership and DiSC iLT training programs--supported vendor with delivery
  Win: leveraged use and impact of off-the-shelf vendor delivered product