

Russell W. West, Ph.D.

Described by many of his clients as “thought provoking,” “inventive,” and even “wizardly,” Russell is an executive coach, business professor of leadership, organizational consultant, humanitarian and author. With more than 25 years in military, higher education, non-profit, university teaching and consulting work, West brings keen analytic and executive mentoring skills to the task of organizational change leadership.



He is especially skillful in helping groups realize dreams with their existing levels of resource. Executives who work with him comment on the tireless innovation he generates that turns strategic

insights into traction, and traction into profit in many forms. Friends who know him are often surprised to learn he is a former drill instructor for U.S. Marine officer candidates, at least until they see him coach excellence into existence where little might have existed before. West will use his knowledge of organizational and leadership fitness to get your team moving beyond status quo, overcoming systemic impairments, and executing toward measurable results. And he'll do so with humor, passion, and professionalism.

On Method: West is a communication scholar, organizational analyst and leadership developer. In each of these applications, one *neutral* assumption may explain his method more than any: *that things are almost never as they appear to be*. This assumption informs West's natural disposition toward situational, team and system observation and analysis.

In the discovery phase of an engagement, he is likely to *ask lots, listen long and delay replies* until he grasps your circumstance. You'll know when he has it: from that place of empathy, he will bring to bear organizational intelligence that makes your own situation even more concrete and mentionable. (He also understands, that if you have called him, it is likely, things have not been at their best for some time. He'll get right to work, mostly conducting interviews, collecting data and observations. He will prioritize intervention designs that may bear the most relief as quickly as your system dynamics allow – but not one second sooner. Yet, he will let “the system's wisdom” guide the shape, approach and pace of intervention. He'll generate curiosities about how your business or

projects work, what optimization could look like, and then see what resources may not yet be optimized to remove blockages and increase flows. West consistently relies on key experts in conversations, program design and facilitation. He does so in a way that doesn't sound like teaching, but as validation you are going through something that others have survived before you (and lived to theorize about it!). That's what the best scholarship is -- lessons humbly learned.

Schooling

Ph.D., International &
Organizational Communication
College of Communication and the Arts
Regent University, Virginia Beach, VA
(1992-1997)

M.A. Cert., Applied Linguistics
College of Arts and Letters
Old Dominion University, Norfolk, VA
(1986-1988)

M.A., International Strategy
School of Divinity: Missional Strategy
Regent University, Virginia Beach, VA
(1986-1988)

B.A., Counseling Studies
Counseling and Family Studies
Southeastern University, Lakeland, FL
(1983-1986)

*Various Non-Degree Professional Development
Certifications, Upon Request

Social Focus

Sailboat Capt, Ericson 27	● ● ● ● ○
Humanitarian, Volunteer	● ● ● ● ○
Author, Retreat Facilitator	● ● ● ● ○
Executive Mentor	● ● ● ● ●

Corporate Roles

C-Suite: CEO, President	● ● ● ○ ○
VP, Strategy, Learning	● ● ● ● ●
Dean, Chief of Staff	● ● ● ● ●
Expert, Trainer, Coach	● ● ● ● ●
Program Design	● ● ● ● ●
Sales, Business Dev.	● ● ● ● ○
Research, Writer, Editor	● ● ● ● ○

Thought Leadership

Org Effectiveness	● ● ● ● ●
Leadership Education	● ● ● ● ●
Strategic Diversity	● ● ● ● ○
Mentoring, Coaching	● ● ● ● ●
Experiential Learning	● ● ● ● ○

Toolkit for Results

Strategy Impact Design	● ● ● ● ●
Innovation, Change	● ● ● ● ○
Sales, Enrollment	● ● ● ● ○
Fund/Friend Raising, CRM	● ● ● ● ○
Capacity/Gap Diagnostics	● ● ● ● ●
Talent-Spotting, Coaching	● ● ● ● ●
Team Performance Systems	● ● ● ● ●
Project Management	● ● ● ● ○