

Bruce J. Strahl

Education

B.S. 1969, University of Wisconsin, Education

Professional Experience 1980–Present

Regional Technical Assistance Coordinator, National Federation of Families for Children’s Mental Health (2005–Present)

Responsible for coordination of technical assistance to support Federal grantees in their efforts to successfully develop and implement local systems of care that are culturally competent, family driven and youth guided and form partnerships that foster collaborative relationships among a broad range of stakeholders. This includes connecting communities to a variety of resources that include comprehensive information, training, and successful communities. Methods to support communities include coaching, affinity calls, community TA calls, planning and coordinating New Community TA Visits and conference learning.

President, Strategic Leadership, Inc. (1996–2005)

Responsible for all aspects of a business specializing in support to not-for-profit, government organizations and businesses in the areas of business planning, service delivery systems and sustainability planning. Expertise in bringing diverse groups to consensus and having positive impact on community systems of care. Provided technical assistance to communities throughout the US in the area of system reform and collaboration. Assisted organizations to reach the next level of sophistication and increase capacity and quality to serve customers. Working with boards and key staff, designed, developed and facilitated over 200 strategic plans. Helped 100 community-wide organizations throughout the US reach their goals in developing service delivery systems, governance structures, service access and family involvement. Led the planning to develop a county-wide consortium of key funders to proactively address community needs. Facilitated the community’s largest ever visioning and strategic planning process.

Executive Director, The Home Association, Inc. (a private, non-profit skilled nursing home and elder care provider) (1991–1996)

Responsible for strategic planning, marketing, fund raising and community relations. Re-engineered an organization with severe financial problems into a vibrant organization with a positive cash flow. Implemented a mission, vision, values statement and two three-year strategic plans. Increased census from 76% of capacity to 100% with a waiting list. Implemented processes and procedures to improve resident care. Initiated an annual fund raising campaign and increased the donor base 260% and funding threefold. Wrote the largest grant ever received by the organization, reached a grant response rate of 91% and achieved a 46% upgrade of individual donors. Formulated an elder care continuum of care model and participated in the development of the collaboration strategy.

First Florida Bank (1987–1991)

Vice President of Marketing

Responsible for sales development, corporate communications, point of purchase sales, customer service systems, public relations, corporate contributions and political action committee. Also responsible for company-wide solicitation of funds and distribution to legislators and candidates supporting industry positive legislation. Developed and implemented sales, service and communications strategies for the corporation including; market plans, goal setting, sales and service tracking, awards programs, sales recognition, sales and service key action strategies, communications to customers, employees and stockholders, corporate contributions, marketing and promotion of grocery store banking, point of purchase campaign system, newsletters, quarterly video, strategic planning communications.



Vice President of Commercial Sales Development

Pioneered the sales management process of the bank to increase external customer calls to retain and gain commercial business. Developed a Director Referral Program achieving \$114 million in referrals the first year. Identified sales managers, established sales teams and commercial sales goals. Developed a customized sales tracking system resulting in over \$1 billion of new business, achieving 133% of first year's goals. Introduced sales tools such as fact finders, prospecting resources and prospecting processes. Planned and executed kick-off events, awards banquets and winners' circles.

Vice President and Director of Training and Development

Responsible for training and education of a \$55.5 billion bank's 4,000 employees. Implementing state-wide regional training system which eliminated travel and overnight expenses for training. Managed 21 people and a budget of \$1.2 million. Trained 3,000 people in one year. Modularized training programs for more concise targeting and flexibility of delivery. Introduced new training delivery systems: computer based education and interactive video. Enhanced the technical, management and sales training curriculums with the addition of 14 new courses.

Vice President of Marketing, North Carolina National Bank (Bank of America) (1984–1987)

Responsible for advertising, direct marketing (direct mail and telemarketing), sales development and training. Managed a budget of \$2.3 million with a staff of 13; planned, coordinated and implemented a corporate-wide sales culture. Executed merger communications for all South Carolina customers and employees. Successfully implemented a multi-level sales training system. Developed a sales tracking system; introduced telemarketing. Implemented a product knowledge system; developed a sales goal setting process. Managed employee and customer communications and sales reporting.

Assistant Vice President and Corporate Training Director, Citizens and Southern Georgia Corporation (1980-1984)

Responsible for identification of current and future educational and training needs, as well as delivery of sales and management programs and information to meet the needs of Georgia's largest banking system. Forecasted, budgeted and managed training expenditures of \$2 million. Managed a staff of 12 and coordinated 4 Regional Training Centers. Executed a curriculum of 24 courses and designed corporate training facilities. Designed and implemented a \$250,000 video network and drafted into C&S's "Pro Bowl" for significant contribution to sales.

Selected Publications

Journal Articles

Strahl, B.J. (1998) Does My Organization Need a Strategic Plan? Solutions Network: Information and Exchange. The Florida Non Profit Resource Center.

Selected Professional Presentations

Strahl, B., and Schrepf, S., (2007 August). *How Decisions are Made! Creating and Enhancing a Broad Based Governance System for Your System of Care*. Workshop at the Summer 2007 National System of Care Meeting, New Orleans, Louisiana.

Osher, D., and Strahl, B., (2007 June). Applying Empowerment Evaluation and Getting to Outcomes to Systems of Care. Workshop at Building on Family Strengths: Research and Services in Support of Children and Families conference, Portland State University Research and Training Center, Portland, Oregon.

Strahl, B., and Osher, D., (2007 February). Applying Empowerment Evaluation and Getting to outcomes to Systems of Care. Workshop at Collaboration, Connections, and Creativity, the 3 C's for Sustaining Systems of Care- Technical Assistance Partnership Winter 2007 SOC Community Meeting, Atlanta, Georgia.