

W Roy Whitten, PhD

CONTACT INFORMATION:

Principal, with Scott Roy, in the Whitten & Roy Partnership

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SUMMARY:

Dr. Whitten is an expert in attitude and its role in human performance and sales management.

He has received training in sales, business, psychology, and in 2004, he earned a PhD for his work in Transformative Learning and Change.

His extensive experience in both the for-profit (from small business to multi-national companies) and non-profit (schools, entertainment, human development seminars) sectors includes direct sales, sales management, strategic planning, marketing, board directorship, and the design and delivery of performance training.

As a Director of Sales, he supervised the work of thousands of salespeople and managers.

In over 40 years as an international trainer, consultant, and coach, he has worked personally with over 75,000 people.

DETAILS:

Profile

- *Sales Director for 20 years, supervised direct sales, call centers, international sales force.
- *Consultant, coach, and trainer whose career has included responsibility for leadership, management, and education in both the for- and non-profit sectors.
- *Trained/consulted/coached over 75,000 people in 10 countries over 35 years.
- *Writer, lecturer, and trainer of large and small groups in a variety of contexts, including professional skills and capacity building, sales training, and sales management training and coaching.
- *Born October, 1947. Married with two grown children and one grandchild.

Education

- Ph.D., Transformative Learning and Change**, California Institute of Integral Studies, San Francisco, CA 2004
- Certified Mediation Training**, Mosten Mediation Services, Los Angeles, CA 2002
- M.Div., Theology**, Cum Laude, Virginia Theological Seminary, Alexandria, 1973
- B.A., Philosophy & Psychology**, with Distinction, San Jose State University, CA 1969

SELECTED AREAS OF ACCOMPLISHMENT

Consulting and Culture Change

- Lead consultant for culture change projects for multi-national FMCG (packaged-goods) company in four countries.
- Sales consulting and training for US and European national and multi-national companies.
- Has worked in the following industries: financial services, FMCG, defense, education (public and private), arts and entertainment, public services

Coaching

- Performance and Development Coaching for all organisational levels: short- and long-term, crisis intervention, conflict resolution, decision-making, sales performance, and sales management performance.
- Team coaching and training of team leaders: effective meeting management and empowerment of others in professional and public service environments.

Leadership/Management/Supervision

- Co-founder and principal of More To Life, international human development programme: over 25 years served as senior team member, co-CEO, sales and marketing director. board member.
- Trained, supervised, coached and evaluated staff in areas such as management skills, sales training, and call center skills.

Training/Presenting

- Over 35 years of experience working with groups from 8 to 300, formal lectures and experiential training, in a variety of countries (Western European and African), languages (with translators), institutions (educational, business, religious, penal), and settings.
- Specialist in design, development, and delivery of transformational training, with special focus in sales and sales management.

PROFESSIONAL EXPERIENCE

Independent Consultant

- Independent provider of consulting services to for-profit and non-profit organizations, specialising in sales and sales management training, human and professional development, culture change, strategic planning, conflict

resolution, and executive coaching.

2001 to present

Co-founder and Principal, Kairos Foundation & More To Life Programme, San Francisco, CA

*With partner, Dr. K. Bradford Brown, founded, developed, and managed the More To Life Programme: over 20 centres in several countries, courses taught by approximately 500 teachers throughout the world. 1981–2001

Pastoral Counselor, Institute of Family and Human Relations, Los Gatos, CA

*Personal, family, and developmental counseling services.

*Design and delivery of retreats and conferences. 1981–1984

Parish Priest, Episcopal Churches in Maryland and California 1972–1981

Publications

Simply Being Happy (Lifetimes Press, 1991)

I Think My Mind is Tricking Me , with Josh Whitten, for children (Lifetimes Press, 1992)

Awake and Aware (California Institute of Integral Studies, UMI, 2004)

TESTIMONIALS:

re: Roy Whitten

I have worked with Roy over a period of 6 years, beginning from when I joined the board of our German business. He was engaged to support an ambitious turn around (turnover and culture)of our company in Germany and he worked with us through the entire process. He first trained the company from top to bottom in how to achieve their personal best, and then coached our senior managers and team leaders to embed changes in attitude and performance. During these years, we exceeded our sales targets, and created a winning spirit, where employees took pride in, and responsibility for what they did . Roy's approach is about attitude, engaging in important and difficult conversations well and honestly, and maintaining respect even whilst differing in views, to deliver targets and goals.

Vice-president, Marketing for multi-national consumer packaged goods company (FMCG)

Dr. Roy Whitten worked extensively with our organization to design and deliver a series of training programs for our store managers and the district managers. As a new start up company, these programs were primarily designed to help us to establish a strong

service culture in our stores. As a result, we have had terrific Mystery Shopper results across the business and the service behaviors of our store personnel have been stated as one of the top reasons that customers come back to our stores.

Roy is also an expert in the training of trainers, and he quickly brought our own training staff up to speed so that we could carry on the training of our organization on our own. When providing individual coaching, Roy has a keen eye for spotting what's getting in the way of an individual's success, and, even more importantly, helps that individual to 'course correct' to quickly improve their performance and deliver on their professional targets. He is creative, yet highly practical – if it doesn't work in the field or in the office, he doesn't waste time on it. He's great fun as well – inspirational, empathetic, and a 'no nonsense' operator who appreciates the need to address organizational politics, personalities and process.

I've thoroughly enjoyed working with Roy and am looking forward to our next project.

Director of Training & Leadership Development for a new multi-unit grocery store chain.

re: Roy Whitten and Scott Roy

I've known Roy Whitten and Scott Roy for years now. I've worked alongside them and observed their work with others. Roy has spent decades honing his expertise in practical, simple ways of improving human performance through awareness, discipline, and an unflinching commitment to the truth of things. He is intensely practical and realistic in his approach, and – in the leadership of his own company, and in his training and coaching of others – he has sustained a passion for continuous improvement and the meeting of sales goals. Scott is a master of sales and sales management, who has successfully run his own company and consulted others on the running of their own. He is empathetic, incisive, and committed to succeeding without excuses. I am delighted to see these two working together. When they talk about the critical importance of Attitude + Competence + Effort, they are referring to matters they have already lived and in which they have succeeded. This partnership represents a genuinely transformational approach to sales and sales management.

Marketing Consultant, a Fellow of the Institute of Management Consultants