



Val Jon Farris – CV Profile

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PROFILE OVERVIEW:

Top-tier workforce development expert with 30+ years of experience championing global enterprise-level leadership initiatives. Seasoned expertise in top-tier strategic guidance and business scaling, authoring and implementing large-scale learning engagements that increase corporate bench strength, accelerate high potential talent, and optimize workforce performance.

Mr. Farris has extensive consulting experience with Fortune 100 companies in the U.S., Canada, Europe, Latin America, Asia, and India. He is an honorary recipient of many industry commendations including Hewlett-Packard's prestigious "America's Education Preferred Vendor" status, Pacific Telesis' "Excellence in Leadership" award, and Agilent Technologies' "Vantage Consulting Excellence" award. He also served as a leadership advisor to Sir Richard Branson and his global *Extreme Tech Challenge, (XTC)* entrepreneurial incubator initiatives.

CORE COMPETENCIES:

- **Executive Development:** Strategic and entrepreneurial leader, executive confidante, seasoned coach, advisor and mentor, enterprise-level problem solver, cultural change steward, succession planner, corporate citizenry, and community relationships expert.
- **Organizational Skills:** Change management expert, business scaling, on-boarding, talent management, and leadership pipeline architect. International training project designer, proficient with ERP, SAP, LMS applications, Microsoft Office, and presentation software.
- **Curriculum Design:** 360 assessments, performance benchmarking, high-level instructional design and curriculum mapping, business case development. Stand-up and blended learning facilitator for sales, negotiations, leadership, coaching, and change management.
- **Operations Management:** Enterprise-level P&L, budgeting, business management, and staff development. Extensive Talent Management, L&D and HR department collaboration, train-the-trainer experience, case manager supervision, action-learning, and event production.

PROFESSIONAL EXPERIENCE:

Diamius Multinational, Los Angeles, CA

November 2013 - Current

CEO, Business Scaling And Program Development – Executive in charge of all business scaling operations with responsibilities including client company staff development, strategic planning and implementation, new start-up talent development, and program design and implementation.

Client Example – Served as Sir Richard Branson's senior leadership and business scaling advisor for his annual **Extreme Tech Challenge, (XTC)** competition. Key responsibilities included mentoring up-start organizations seeking entry into the global high-tech marketplace.

Client Example – MIT presenter and senior program facilitator. Developed and delivered leadership and business coaching curriculum for MIT alumni organizations. Programs included Optimal Performance Coaching, Three Levels of Leadership Listening, The Three R’s of Greatness, and Integration processes for ensuring long-term skill development.

Client Example – Human Capital Institute, (HCI) online leadership development presenter. Attended by international corporations including Microsoft, Oracle, Intel, Cisco, and many others. For a presentation sample click here: <https://www.hci.org/webcast/enabling-leaders-create-emotional-connection>

Client Example – TechnoTree Corporation, Dubai, Saudi Arabia. Designed and implemented a company-wide training initiative, “IGNITE” based on leadership advisory work delivered to Sir Richard Branson. Transformed the organization and reset its trajectory towards profitability and success. For a whitepaper outlining this project, click here: <https://www.diamius.com/wp-content/uploads/2020/11/Diamius-Ignite-Whitepaper-11.14.20.pdf>

As CEO of Diamius Multinational, Los Angeles, CA

1998 –2013

CEO, Client Workforce Engagements – Executive in charge of Fortune 100 leadership development operations with responsibilities including revenue targeting, client accounts, and client management. Senior staff consultant assigned to develop, market, and facilitate a diverse portfolio of global leadership, talent management, coaching, and sales readiness programs.

Client Example – Championed **Hewlett-Packard Company’s** country-wide “Latin America Leadership Initiative,” a multi-country learning and talent development initiative. Responsibilities included business case design, gaining “buy-in” from executives, defining multi-country development roadmaps, partnering with L&D, HR, OD specialists, and workforce executives on defining learning objectives, managing multiple project vendors, implementing 360 needs assessments, authoring and managing all curriculum design and deliverables, supervising distributed staff, designing LMS and blended-learning platforms, action-learning processes and “hands-on” facilitation in Mexico, Venezuela, Argentina, Paraguay, and Brazil.

As Consulting Firm to Hewlett-Packard Company, Sunnyvale, CA

1998 – 2008

Senior Leadership Development Consultant – Pioneered and implemented a broad portfolio of leadership, coaching, sales readiness, change management, and executive development programs for HP’s Worldwide Operations and Americas Education University. Collaborated with Global Education Specialists, L&D, and Talent Management Experts on business case and program design, classroom and online blended learning solutions, multi-country leveraging, and international program roll-out.

Client Example – Designed, managed, and implemented **HP India’s ESO/ISO Engineering Division** “Spirit of Leadership Initiative,” which included executive team consultation and coaching, media interviews, business case development, 360-degree skills assessments, learning objectives identification, high-level curriculum design, deliverables management, supervision of staff, “hands-on” classroom facilitation and online e-learning integrations for two entire software engineering divisions within HP.

Sales and Leadership Training – Pioneered strategic initiatives for accelerating online sales for Yahoo’s sales and marketing teams. **Client Example** – Partnered with **Yahoo** marketing teams on designing, testing, and implementing Optimal Performance Sales designed for in-house sales managers and teams. Components included analyzing the online market, developing phone-based sales tactics.

Sales and Leadership Consultant – Pioneered strategic initiatives for accelerating talent development pipelines, implementing large-scale learning processes, and authoring company-wide leadership engagements for Intuit’s overall workforce. **Client Example** – Partnered with corporate executives and field L&D experts on designing, testing, and implementing **Intuit’s** “Fast-Track Channel Sales Training Program” designed for regional sales managers and teams. Components included analyzing sales statistics, account successes and failures, constructing industry-specific sales techniques, value propositions, and closing strategies, and delivering a portfolio of learning initiatives and action-learning strategies.

V.P. and Chief of Operations – Executive accountability for all P&L activities, budgeting, revenue targeting, business operations, acquiring and managing new client accounts, proposal writing, business plan development, program implementation, classroom facilitation, CRM and quality control, talent development, facilitator mentoring, staff supervision, delivery infrastructure development, client-facing logistics, project management, staffing, and basic HR functions.

Case Study #1 - Diamius Multinational Senior Consultant, Val Jon Farris

Hewlett-Packard Company (High-Tech Global Firm - \$1.9 Billion Annual Revenue.)

Situational Challenge

Hewlett-Packard Company’s top priority in the Enterprise Sales space was to gain a competitive advantage over Dell Computer Systems, Sun Microsystems, and other emerging Cloud-based competitors. While HP is world-renown for its printers and computer architectures, its scalable “end-to-end” servers and associated consulting services needed substantial upgrades. HP’s Enterprise Computing Division, (one of eight main HP global workforces established three established business imperatives to be met within a one year immediate and eight-year overall engagement. They were:

- 1.) Increase Executive and District Manager capabilities in customer experience, loyalty, and service.
- 2.) Transfer decision-making capability out of internal silos and into the field towards customers.
- 3.) Gain short-term and long-term development abilities to fulfill HP’s enterprise business objectives.

Implementation Approach

Mr. Farris and the team utilized a high-level design approach and delivered to the entire workforce the 3-Day “*SOLD*” (*Sales & Organizational Leadership Development*) training program in partnership with HP’s Global District Manager Counsel. The implementation was based on these development initiatives:

Financial Aspects of Running the Business (Understand financial impact decisions).

- 1.) New discounting authority and responsibilities.

- 2.) Profitability at the gross margin level.
- 3.) Strategy for managing their own business.
- 4.) Reinforce negotiation skills to optimize positive financial impacts.

Coaching for Success (Build selling skills & model skills for the team).

- 1.) Executive interaction/sales skills – enhance strategic/ competitive business conversations.
- 2.) Recognize and develop opportunities with LOB executives.
- 3.) Deliver e-services executive message/open and sell e-service within a territory.
- 4.) Initiate sales potential outside IT with LOB executives.
- 5.) Build partnerships based on customer loyalty – foster total customer experience.

Deliverables and Outcomes

Utilizing HP’s internal Enterprise Workforce development course evaluation and its 5-Point rating scale, (1 = Strongly Disagree to 5 = Strongly Agree) the eight-year outcome of over 25,000 attendees attending Mr. Farris’ HP’s Americas Education Worldwide University-sponsored programs were as follows:

Course Evaluation Item	Rating	HP Executive Counsel Comments
Learning experience worth time away from work	5	Unanimous agreement of value
Tools and skills will increase my effectiveness	4	Huge improvement with more to go
Would I recommend this program to my peers	5	Across the board support for SOLD
I believe program achieved its stated objectives	5	One of the best programs for HP ever

Case Study #2 – Keystone Consulting Senior Consultant, Val Jon Farris

Pacific Telesis Group (1 of 7 Major Telco Companies in the USA - \$929 Million Annual Revenue.)

Situational Challenge

After divesting via forced lawsuit from “The Bell System,” (an AT&T monopoly that provided telephone service for the entire United States), Pacific Telesis Group and its core workforce of 5,000 required immediate development in the areas of entrepreneurship, leadership, and customer-based operations. Before the breakup, workers did not need to focus on customer service because AT&T was the sole provider of telephone services in the USA. After the divestiture, they desperately needed to compete against a growing number of carriers such as Verizon, Sprint, and T Mobile. There were three established business imperatives to be met within a one-year time frame. They were:

- 1.) Shift the corporate mindset from a “reliance on the system” to self-reliance and self-starting.
- 2.) Equip the workforce with the leader/manager skillsets needed to seize the competitive advantage.
- 3.) Establish a performance management system that was deployable throughout the organization.

Implementation Approach

A high-level design approach was taken for the implementation, which included a review of job performance evaluations, administering worker surveys and a custom-designed 360-degree performance evaluation tool created by Mr. Farris called the “*Achievement and Development Profile, (ADP)*.” The ADP assessment tool measured 10 categories of entrepreneurial behavior and performance. A scientific approach to item generation, weighting, and a 4-point scale validation system was employed that identified 197 relevant items to be measured, from which initial benchmarking was established and the curriculum was designed and implemented. The ADP was then administered post-program to all participants for purposes of measuring workforce performance improvements.

Deliverables and Outcomes

Based on the high-level design research, Mr. Farris and his teams created the “*CRIS 5-Day Leadership*

Program” and delivered it over 12 months to the entire client workforce including executives, managers, and employees. Here are the official cumulative Pre and Post *ADP* statistical results:

ADP Categories	Pre Stat	Post Stat	Value Assessment By Client Executive Committee
Risk-Taking	1.86	2.79	Less focus on safety and “CYA” and more informed risk
Communication	2.01	3.24	Improved conflict resolution, collaboration, and aligning
Integrity	2.82	3.84	Giving and keeping promises and honesty improvement
Motivation	2.29	3.51	Marked improvement in self-starting and lead generation
Decision-Making	3.16	3.86	Moderate improvement in critical thinking and execution
Teamwork	2.75	3.46	Better teaming, collaboration, and collective focus
Innovation	1.97	3.94	Much greater frequency of new ideas and innovations
Accountability	2.52	3.21	Improved follow-through and scope of responsibility
Self-Development	1.26	3.34	Vast improvement in dedication to growth and improving
Developing Others	1.74	2.98	Greater interest in bettering others through coaching

Case Study #3 – Keystone Consulting Senior Consultant, Val Jon Farris

Intuit Incorporated (High Tech Firm, Makers of *QuickBooks* - \$1.1 Billion Annual Revenue.)

Situational Challenge

Intuit’s top priority was to gain a competitive advantage over Microsoft’s accounting software in the retail space (Best Buy, Costco, Sam’s Club, etc.) as well as to create a greater alliance between Intuit’s internal product development teams and their growing user base. Through working with the executive teams in Mountain View, California, and Tucson, Arizona, Mr. Farris established the following key business imperatives to be met within a three-year time frame. They were:

- 1.) Develop critical leadership skills and client-facing engagement tools for optimizing account sales.
- 2.) Accelerate talent development pipeline results and boost Intuit’s overall workforce performance.
- 3.) Analyze sales statistics, assess account successes and failures, construct specific sales techniques.
- 4.) Design e-learning solutions, value propositions, and closing strategies for client-facing workers.
- 5.) Develop targeted coaching and mentoring skills and “T3” labs for all managers and learning experts.

Implementation Approach

Mr. Farris utilized a high-level design approach including a custom 360-degree performance evaluation tool called the “*Peak Engagement Profile, (PEP)*.” The assessment tool measured 5 categories of coaching and sales effectiveness. A scientific approach to item generation, weighting, and 4-point scale validation was employed that identified 100 relevant items to be measured from which the curriculum was designed and implemented. The *PEP* was then administered post-program to all participants for purposes of measuring workforce performance improvements.

Deliverables and Outcomes

Based on the high-level design research, Mr. Farris and his teams created the “*Art of Masterful Sales and Coaching*” and delivered it over 3 years to the entire Intuit workforce including executives, managers, supervisions, and individual contributors. Here are the official cumulative Pre and Post *PEP* statistical results from the program intervention:

PEP Categories	Pre Stat	Post Stat	Value Assessment By Client Executive Committee
Sales Negotiations	2.25	3.16	Substantial gains in rapport-building and sales effectiveness
Coaching/Mentoring	2.01	3.24	Skillsets for developing self and others greatly improved
Collaboration	2.82	3.84	Much greater teamwork, integration, and aligned activity
Accountability	2.29	3.51	Measurable improvements in sales goals and actual results
Business Acumen	3.16	3.86	Greater understanding of business proposition and value angle