

Lon Roberts, Ph.D.

3400 Dartmouth Dr.
Plano, TX 75075
(972) 596-2956
Lon@R2assoc.com

**Leading Accelerated Projects • Process Reengineering • Quality
Measurement Systems • Project Execution • Executive Leadership**

Special Skills:

- Energetic consensus builder, providing leadership for organizational development initiatives
- Fostering working relationships to encourage buy-in and cooperation on major projects
- Bridging the communications and cultural divide created by organizational silos
- Designing curricula for business and industry training programs and professional career paths
- Developing and delivering adult learning programs using a blend of delivery platforms and media
- Planning and executing multiple projects and bringing projects to fruition—on time, within budget
- Measuring and enhancing the performance of business and manufacturing processes
- Managing applied research projects and using analytical tools to extract information from data

Current Status: Principal partner of Roberts & Roberts Associates, a Plano, Texas-based consulting and training firm serving clients in both the public and private sectors.

Career Synopsis: Forty years of experience in industry and higher education. Have held corporate positions ranging from program manager, project manager, to technical training manager (E-Systems/Raytheon). Have also held positions in the public sector as an association executive (Alliance for Higher Education) and elsewhere as a college professor and academic program chairman (Texas State Technical College).

Noteworthy Accomplishments:

- Founded Roberts & Roberts Associates in 1990
- Established two consulting/training-provider affiliates to Roberts & Roberts Associates
- Training provider to the US Army, Alcatel, Alcon, Abbott Labs, Neiman-Marcus, and others
- Grew revenue in a 501(c)(3) start-up entity by over 3000 percent during the first five years
- Implemented a joint education venture involving 15 corporations and 20 colleges and universities
- Served on two boards that fostered alliances between academia and industry
- Managed projects and resources under the aegis of a major defense contract
- Spearheaded a research project for a region-wide, international executive education program
- Established an innovate technology program within a public institution of higher education
- Devised course development standards for multiple contractors supporting a joint defense program
- Designed and developed over 30 training programs and other related products
- Author of numerous articles and five books, including a Quality Press bestseller titled *Process Reengineering: The Key to Achieving Breakthrough Success*
- Frequent speaker at conferences, professional association, industry functions, and other forums

Formal Education: Ph.D., 1982, University of Oklahoma, Adult Education (research in decision modeling)
M.S., 1976, Oklahoma State University, Technical Education (engineering)
B.S., 1975, Oklahoma State University, Technical Education (engineering)

Career Chronology

1990 – Present

Roberts & Roberts Associates (Plano, Texas)

Co-Founder and Principal Partner

Employed full time in performance of the following duties:

- Design, develop, and deliver cutting-edge training programs
- Provide pre- and post-training consultation to clients
- Provide coaching to project teams, program managers, and executives
- Manage business operations for the parent company and two affiliates
- Design and utilize psychometric tools to support training and consultation
- Conduct research in support of course development and writing projects
- Administer web-based training support tools, such as online needs-assessments and diagnostic inventories
- Coordinate and execute all product and service marketing initiatives
- Manage contract trainers, customer relations, and proposal development
- Served on the board of the Center for Advanced Electronic Imaging

1986 – 1990

Alliance for Higher Education (Dallas, Texas) – a 501(c)(3) not-for-profit org.

Director, Professional Education Resources Center (an industry/higher ed. consortium)

Employed full time in performance of the following duties:

- Implemented a high-profile, region-wide training enterprise, endorsed by the mayors of Dallas and Ft. Worth, with seed grants from both cities
- Prepared strategic plans, annual budgets, and grant proposals
- Collaborated with continuing education directors from 20 institutions
- Provided briefings to the board of directors, Council of College & University Presidents, and Council of Business & Industry Executives
- Managed sensitive issues involving competing institutional interests
- Formed advisory committees and collaborated with leaders from major corporations throughout North Texas
- Conducted survey research to identify regional training needs and priorities
- Utilized an ITFS television system to deliver distance learning programming
- Managed professional staff as well as physical and financial resources
- Served on the board of the Metroplex Alliance for Engineering Education

1980 – 1986

E-Systems, Inc./Raytheon (Garland, Texas)

Program Manager; Technical Training Manager

Employed full time in performance of the following duties:

- Managed 30 professionals in a multiyear government contract—training customers, employees and contractors to support a joint defense program
- Coordinated with U.S. and international colleagues to develop and deliver proprietary training programs for customers and technical professionals
- Served as project manager on numerous projects, including the design and development of an embedded training simulator system
- Authored a proprietary course development standards manual—modeled on Instructional Systems Design (ISD) principles
- Devised human-factors engineering guidelines, used in designing new systems
- Provided briefings to senior government officials in periodic program reviews
- Designed and implemented a state-of-the-art video recording studio
- Wrote proposals and participated on contract-negotiation teams
- Prepared budgets, job descriptions, and staff promotion recommendations

Career Chronology (cont'd)

1978 – 1980

University of Oklahoma

Doctoral candidate, research assistant, statistics tutor

1976 – 1978

Texas State Technical College (Harlingen, Texas)

Professor and Chair of Technology Programs

Employed full time in performance of the following duties:

- Managed three degree-granting programs
- Worked with state governance boards to implement educational reforms
- Prepared grant proposals and secured funding from public and private sources
- Conducted task analysis research in support of curriculum development
- Organized and chaired meetings with industry advisory committees
- Developed curriculum and designed courses within the curriculum
- Delivered classroom instruction and supervised student projects
- Conducted periodic campaigns to recruit minority students
- Coordinated a cooperative education program with Digital Equipment Corp.
- Served on a committee for developing a state-of-the art educational facility
- Managed physical, financial, and human resources; also staff development

Training Programs

Here are titles of some of the training programs I have designed and developed over the past 15-years:

- Leading Accelerated Projects
- Gleaning Facts From Figures
- Multitasking Skills and Tools Workshop
- Statistical Process Control for End Users
- Problem Solving and Decision Making
- Managing the High-Performance Project Team
- Understanding and Applying Microsoft Project
- Negotiating Without Confrontation
- Managing Internal Projects
- Process Reengineering Workshop

Recent Presentations

September 24, 2010. Conference hosted by the New York City chapter of the P.M. Institute. Presentation Title: *Leading Accelerated Projects: Project Management for an Impatient Society.*

August 13, 2010. Fourth Annual Project Management Symposium, hosted by the University of Texas at Dallas. Presentation Title: *Leading Accelerated Projects.*

June 23, 2010. San Diego chapter of the Project Management Institute. Presentation Title: *Mastering the Art of Multitasking.*

May 19, 2010. New York City Chapter of the Project Management Institute. Presentation Title: *Malice in Numberland.*

Publications and Other Creative Works by Lon Roberts

— Abbreviated List of Books, Articles, Papers, & Reports —

Leading Accelerated Projects: Why Projects Overrun Their Schedules and What to Do About It. Book manuscript in progress. Projected completion: July 2011.

Leading Accelerated Projects. Paper presented at the 4th Annual Project Management Symposium sponsored by the University of Texas at Dallas, August 12-13, 2010.

Analysis Paralysis: A Case of Terminological Inexactitude. Article in *Defense AT&L* magazine, January-February 2010, pp. 18-22.

Too Busy To Think: Costs, Consequences, and Causes of Multitasking Mania. Article in *Defense AT&L* magazine, September-October 2008, pp. 46-49.

The Diagnosis and Treatment of Multitasking Mania. Article in *Projects & Profits*, The Icfai University Press, September 2008, pp. 52-58.

The 30 Percent Principle. Article in *Contracting Business*, Vol. 63 No. 7, July 2006, pp. 58-60. (Coauthored with Larry Taylor)

Rethinking the Win-Win Philosophy. Article in *Air Conditioning, Heating, & Refrigeration News*, Vol. 228, No. 16, August 14, 2006, p. 39.

SPC for Right-Brain Thinkers: Process Control for Non-Statisticians. Milwaukee: Quality Press, 2005.

Fast Fatless Facts™ on Negotiating. Plano, TX: Cambium Press, 2003. (Coauthored with Sharon Roberts)

Statistical Process Control for Intuitive Thinkers. Paper presented at the Applied Statistics in Industry Conference. Dallas, TX. June 1995.

Process Reengineering: The Key to Achieving Breakthrough Success. Milwaukee: Quality Press, 1994.

Statistical Process Control for Intuitive Thinkers. Plano, TX: Cambium Press, 1992.

Embedded Training Systems: A Logician's Perspective. Paper presented at the 26th Annual International Logistics Symposium, Dallas, TX. August 1991.

Training 2000 Report. A widely disseminated report summarizing the outcome and recommendations of the "Training 2000: The Strategic Edge" conference. Richardson, TX. March 1990.

Need and Opportunity for an International Management and Executive Development Program. Commissioned research report on behalf of the Alliance for Higher Education, 1990.

Curriculum Design in Continuing Engineering Education. A referred paper accepted for presentation at the Fourth World Conference on Continuing Engineering Education. Beijing, China. May 1989.

Professional Education Task Force Report. A report of the findings of a blue-ribbon panel of industry experts concerning the continuing education needs of professionals in the North Texas region. 1986.

"Planning and Executing Training Cost/Benefit Procedures." In The ASTD Handbook for Technical and Skills Training pp. 69-76. Edited by Herman Birnbrauer. Alexandria, VA: American Society for Training and Development, 1986.

A Decision Analysis Model for Adult Education Program Planning at the Vocational Level. Doctoral dissertation, University of Oklahoma, 1982.