



SUMMER LEADERSHIP INSTITUTE 2012 – COMMUNICATIONS FORUM

ROLAND DRAUGHON

Roland L. Draughon is a recipient of The Gold Quill Award of Excellence for communication training from the International Association of Business Communicators (IABC). He leads Gavin-Hodges Associates' professional development seminar series and consults and leads communication management training with organizations in the U.S., Canada and Australia. With over 25 years of communication management experience, Roland is a frequent faculty member at annual IABC international conferences. During the November 2007 Sydney, Australia IABC Asia-Pacific Communicators' Conference, his keynote presentation was entitled "Pat your head, rub your tummy and whistle through the leadership graveyard." Participants ranked him #1 among speakers at the Chicago conference with the topic "How to rope and ride the three-legged career monster that never sleeps." That followed on the heels of his New York conference presentation where he interacted with a standing-room-only audience with the topic, "Piano lessons for 1,000-pound gorillas: How to help your managers tap internal communication's bottom-line value."

Roland has worked with clients in the U.S., Canada and Australia that include American Century, Armstrong World Industries, Boeing, Chrysler, Cisco Systems, Cigna, Deere, Federal Reserve Bank-NY, Kansas City P&L, Kodak, Kraft, Labatt's Ontario Breweries, PSE&G-NJ, Sprint, SunLife, The Gap, The Williams Companies, United Technologies and the U.S. Postal Service and Westpac Bank (Australia). Organizations represented in the public seminars sessions he leads include major corporations, government agencies and nonprofit organizations.

"My personal professional goal always is to help both communicators and operating managers better understand how to plan and manage internal communication for positive influence on organizational initiatives," Roland commented. "Successful leaders learn very quickly that just telling employees about organizational strategies is not enough. Successful leaders know that they also must identify desired employee behaviors and then tell employees exactly what desired behaviors are needed from them to achieve strategies. When

leaders do that, and use staff communicators to help influence the identified desired employee behaviors, value-adding internal communication happens.”

In 1984, Roland became managing associate of Gavin-Hodges Associates after 12 years with Scott Paper Company as manager of employee communications and primary internal communication consultant to seven U.S. operating divisions and international affiliates in 22 countries. His career also includes service as: director of public information and education at Thomas Jefferson University Hospital MH/MR Center; a publications editor at Hercules, Inc.; and as a reporter and features writer for The Associated Press wire service.