



MADGE GAYNOR

COMMUNICATION SPECIALIST

CONTACT



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ACC 407

ABOUT ME

Communication professional with experience working in the academic and public sectors. Skilled in developing strategy, identifying stakeholder needs and designing impactful messages to implement programs designed to enhance learner's skills and foster connection in the workplace.

Trusted consultant for performance management issues including: needs assessment, skill-building, course implementation, development, administration, and success measurement.

Faculty/Trainer for communication-based programs; combining theory with real-world experience to enhance the design and delivery of impactful messages.

EDUCATION

Master of Arts in
Communication, San Diego
State University

SKILLS AND EXPERIENCE

PROGRAM DESIGN, MANAGEMENT & IMPLEMENTATION

- Conducted university-wide needs assessment, collaborating with stakeholders to identify performance gaps. Data used to design employee training certificate programs to support employee advancement. Program implementation required coordination with service groups to integrate certificate programs with departmental advancement plans.
- Researched knowledge and skill gaps for nurses and non-technical employees, resulting from federal policy changes. Identified vendors and oversaw the customization of program content to meet needs. Collaborated with stakeholders to craft training strategy, managed contracts and logistics of program implementation and training of 375 employees in a three-month period.
- Interviewed key stakeholders and reviewed organizational systems to identify communication skill gaps. Authored learning outcomes and worked with SMEs and vendors to create a training program for 500 plus employees in 8 months. Deployed organization-specific content throughout divisions.
- Surveyed 500 plus training participants and management stakeholders to assess training program effectiveness. Data used to guide the development of supplementary training programs and to enhance performance feedback and evaluation systems.
- Successfully delivered multiple team-building, and skill-building programs and classes in face-to-face, hybrid, and mediated environments.

MANAGERIAL EXPERIENCE

- Hired and managed a team of six trainers -- responsible for the implementation of the university's training and development program.
- Led a cross-functional team of nine subject matter experts to identify, design, and deliver training programs in their business units. Mentored team members through the writing, program implementation, training, and evaluation processes. Coached team on how to influence managerial support and policy for programs to impact change.

COURSE DESIGN

- Communicating for Impact
- Presentation Skills
- Designing & Delivering Persuasive Messages
- Developing a Case for Change
- Employment Practices
- Delivering Tough Messages
- Job Transition
- Team Building

ABBREVIATED CLIENT LIST

- Alliance Data Systems
- Arco
- Blue Shield of California
- Boeing Satellite Systems
- Diamond Technology Partners
- Texas Instruments, Defense Systems Group
- Dow Chemical Company
- Leiberman Research
- Worldwide Screen Actors Guild (SAG)

COMMUNITY ENGAGEMENT

Active in DEI Initiatives, including Book Club and Equity Training Program

BSA and Girl Scout leader, teaching communication skills. Adult Leader for 12 scouts on Philmont, NM, 10-day, 75-mile backpacking trip

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MANAGERIAL EXPERIENCE CONTINUED

- Managed third-party relations and contract with vendors.
- Strong project management skills, managed multiple projects simultaneously.

WRITING & MESSAGE DEVELOPMENT

- Wrote and designed training programs to meet learning outcomes in face-to-face, mediated, and asynchronous learning environments.
- Scripted and produced organization-wide training and educational videos for use in New Employee Orientation and supervisory training programs.
- Designed, and obtained promotional materials in support of multiple campaigns to promote organizational change / educational needs.
- Managed the branding of the Professional Development Department.
- Authored training and facilitation guides to support novice presenters in delivering training exercises, case studies, and role-play.

EMPLOYMENT

- 2000 - Present** **Performance Improvement / Communication Consultant**
Independent (intermittently)
- 2020 - Present** **Adjunct Faculty, Marshall School of Business**
University of Southern California
- 2022 - Present** **Global Faculty**
SNP Communications
- 2016 - 2019** **Adjunct Faculty, Communication Studies**
Chaffey College
- 2015 - 2016** **Learning Consultant**
Blue Shield of California
- 2007 - 2015** **Consulting Associate**
Leadership Research Institute
- 2012 - Present** **Grader, Marshall School of Business, MBA Program**
University of Southern California
- 2012 - 2013** **Consulting Associate**
Arellano Associates
- 1995 - 2000** **Director, Professional Development**
University of Southern California