



# Laura Cooley

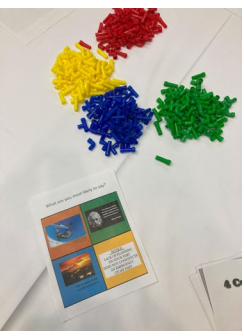
with purpose, on purpose  
consulting • facilitation • training • coaching

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[www.withpurpose-onpurpose.com](http://www.withpurpose-onpurpose.com)



SYNERGY  
INTENTION  
GROWTH  
ENGAGEMENT  
ENTHUSIASM



"I design and deliver interactive team building, training, and coaching to help people develop communication & leadership skills because I believe that a culture where people feel valued and have a sense of belonging starts and ends with the day-to-day human interactions at every level of an organization."

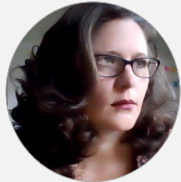
- Laura Cooley





# LAURA COOLEY

[laura@withpurpose-onpurpose.com](mailto:laura@withpurpose-onpurpose.com) | 321.247.0802



Laura has a unique blend of technical, process, business and people acumen developed over twenty years in the construction industry. She is an experienced leader, coach, consultant, and manager of small and large, multi-stakeholder groups & teams.



## PROFESSIONAL EXPERIENCE

**Independent Consulting March 2020 – Present** Developing Construction Leaders – Founder • University of Massachusetts, Amherst Leadership Retreat • Field Verified Executive Leadership Retreat • HC Constructors Leadership Training • McLaren Engineering Team Building & Strategy Development • Leonard S. Fiore, Inc. Operational Excellence Consultant • Associated Builders and Contractors (ABC) – Consultant (National Leadership Program & Academy development) • Nona Volleyball Academy Board of Advisors • Construction Institute Board of Directors • The Zip Syndicate - Partner & Co-founder (start-up delivering virtual roundtable discussion forums for the Real Estate and AEC industry) • Insight Hospitality Management – Strategic Business Consulting • Simple Aviation Service - Strategic Business Consulting • Construction Objectives - Start-up and Strategy Consultant (mediation service provider for the Real Estate and AEC industry) • Berkeley Research Group (BRG) - Leadership Training (Global consulting firm for disputes and investigations, corporate finance, and performance improvement and advisory.) • LB Electric - Website Development (NJ MWBE Electrical Contractor) • Pentzke Group - Program Development (Port Authority of NY/NJ Mentor Protege Program for training, mentoring and networking) • Limbach Facility Services - Consulting & Training (US National Specialty Mechanical Contractor and Service) • NF Insulation - Strategic Business Consulting (NJ MWBE Insulation Contractor)

### Limbach Facility Services Associate Vice President and Director of Training & Development

Strategically develop, design and deliver best-in-class learning & development programs with special emphasis on operations employees.

### Gilbane Building Company Sr. Manager of Operational Excellence

Operational Excellence combines and leverages the roles and responsibilities of Quality Managers, Managers of Engineering, Business Consultants and Training Coordinators to provide support and service to project teams, Department Heads and Operations Leaders. Leverage results from processes, policies and procedures such as: process execution audits, Quality In Construction, Client Satisfaction Surveys, Lessons Learned, Forecasting, Strategic Planning, and Accountability to identify individual and business needs. Operational Excellence includes the development and implementation of training programs, Quality Improvement Action Plans & Programs and other initiatives designed to facilitate execution; leadership and management efforts; goals and objectives, which support Gilbane's Mission, Vision, Values and brand.

### Bovis Lend Lease Director of Performance Excellence Facilitation:

Coordinate and facilitate value engineering, partnering/project success planning (kick-off and progress meetings), peer reviews and other multi-discipline collaborative environments that include Lend Lease employees, clients, design partners and subcontractors. **Learning and Development:** Facilitate and manage the implementation of an enterprise Learning Management System (LMS) used by the global Lend Lease business. Collaborate in the development, deployment and management of annual employee training plans which align with fiscal strategic initiatives. Manage all data associated with employee training to develop key performance indicators incorporated into company Balanced Scorecard. **Organizational Development:** Leverage the Baldrige Criteria for Performance Excellence to ensure policies and procedures are developed and executed in a collaborative environment and managed to facilitate business strategy, lessons learned, and real-world needs. **Sustainability:** Develop, implement and manage environmental management system compliant with ISO14001:2004 and LEED requirements for Bovis Lend Lease Americas. Initiate and facilitate global community of practice focused on knowledge sharing and enhancing effective and efficient deployment of ISO14001:2004 certification efforts across the business. Serve as internal auditor of current environmental processes. **Quality:** Develop project specific QA/QC plans for construction and program management projects. Manage efforts and delivery methods of office Quality Managers (5) to foster consistency throughout the Northeast Area and Miami. **Other Roles:** Roche Molecular Systems – Validation Specialist • Charlotte Mecklenburg School District - ISO9001:2000 Quality Implementation Project Manager • Wyeth Bio-Pharma Institute – Owner's Representative, Quality and Commissioning Manager • Bovis Lend Lease Microelectronics – Project Account Manager, Organizational Development Coordinator



## EDUCATION & CERTIFICATIONS

**BS Industrial Engineering**  
California State University, Fresno

Scrum Master • Lean Six Sigma Green Belt • The Baldrige Criteria for Performance Excellence (2011 Examiner) • Emerging Leader program at Babson University • DDI Instructor • ISO14001:2004 Environmental Management Systems (Lead Auditor) • ISO 9000:2000 - Quality Management Systems (Lead Auditor) • ISO 9000:1994 - Quality Management Systems (Implementation, Documentation, and Internal Auditing) • Leadership in Energy & Environmental Design (LEED) • Primavera P3e • ISPE 2003 GMP (Good Manufacturing Practice) Fundamentals for the Biotechnology Industry • Procore (multiple certifications)



## HIGHLIGHTS

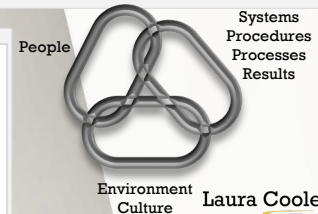
**Competencies** Strategic Consulting & Coaching for Executives • Leadership Program Development & Management • Business Unit integration • Training development, execution, coordination and strategic/tactical planning and execution (technical training and leadership training) • Enterprise-level development and management of processes, data and performance • Project Management • Business Quality Management Systems, particularly: Continuous Improvement (PDCA), Balanced Scorecard, ISO9000 & Total Quality Management (TQM), Entrepreneurial Operating System (EOS/VTO) • Partnering • Meeting Facilitation • Team Leadership • Special & Strategic Projects Management • Instructional Design, Planning & Execution • Policy & Procedures Management, Design, Implementation and Improvement

### Examples of Corporate Impact Programs

Boost Communication Styles • The Heart of Hearts and Minds (a 16 hour Limbach safety culture event) • The Executive Exchange (a two day ground-breaking event bringing diverse Gilbane leaders directly to employees. This unique opportunity allows people to meet executives and learn from their professional experiences to encourage individuals to claim ownership of their success and career progression, coaching, mentoring and networking) • A Personal Approach to Team Leadership (an 8-hour leadership course which covers group dynamics, making the most of personality styles, etc.) Project Success Planning • Train the Trainer • Qualtec Six Sigma course instructor for: Team Leader (Total Quality Management TQM) & Facilitator Skills

### Industry Recognition

Speaker: Construction Institute Women Who Build (2015, 2020, 2022) • Women's Building Council (2017) • Society of Indo-American Engineers and Architects for contributions to MWBE/DBE members • Port Authority of New York/New Jersey for Excellence in MWBE Mentoring • Wyeth BioPharma for Excellence in Customer Satisfaction • Speaker a CMAA Rising Star Conference, San Diego, CA (2016) • Moderator at ENR Forum, NY, NY (2015) • Moderator Women's Building Council NY, NY (2016) • Winner of Women's building Council Outstanding Women (2017), NY, NY • Nominee for Gilbane Innovation Award for Executive Exchange



# BOOST COMMUNICATION SKILLS - PLUS

## BRING OUT THE BEST IN YOURSELF & OTHERS

The 4-module program contains:  
Boost Communication Styles  
Crucial Conversations  
Expediting the Evolution of Groups to Teams  
Communication Crafting

Audience: All communicators

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**Communication is the cornerstone of all human interactions;  
the way we communicate drives culture and team performance.**



**Communication Styles:** Explore the importance, power, and impact of becoming more emotionally intelligent, appreciating diversity, and harnessing synergy when all people can function together as their best selves.

The practice of applying knowledge of communication styles builds leadership capability in all walks of life. It helps when getting to know others, choosing how and when to speak to people, and finding various ways to resonate with diverse audiences.

**Crucial Conversations:** Some conversations are often dubbed “difficult” because they make us uncomfortable. Navigating these conversations is an essential skill for any leader. When Boost Communication Styles is applied to “difficult” conversations, all parties have higher potential to complete the exchange feeling appreciated and engaged.

**Expediting the Evolution of Groups to Teams:** Employing the lens from Boost Communication Styles to team dynamics strengthens emotionally intelligent member-focused team leaders. It super charges their ability to be better leaders as teams Form, Storm, Norm, Perform, and Adjoin.

**Communication Crafting:** Further enhance the practice of purposeful communication sensitive to diverse communication styles by exploring the impact of word choice when approaching an interaction. Discover how to have greater influence; not only how others receive and understand what is being said, but also how likely they are to cooperate.

Small Groups?

YES

Large Groups?

YES

Customizations?

YES

Modular?

YES

Interactive?

YES



# Instructor Kits for courses to build comprehensive leadership training programs for professionals in the construction industry

**DEVELOPING CONSTRUCTION LEADERS**  
FILLING THE LEADERSHIP GAP IN CONSTRUCTION  
www.developingconstructionleaders.com

Sample Course Invitation

- 14 Things Successful People Have in Common
- Building a Personal Strategy
- Characteristics of Goal Setting
- Components of a Goal Commitment Statement
- Relationships of each level of leadership

Sample text for course invitations

Presentation Guide

Materials for in-person delivery

- Participant Manual

Suggestions for instructors

Good leaders meet frequently with team members to do the following:

- coach
- goals
- obstacles
- progress
- refine resources
- targets

Check on continued understanding of larger **goals**, objectives and **targets**.

Establish and **refine** the individual's G.O.T.'s for:

- Professional growth and development
- G.O.T.'s to support other G.O.T.'s

Evaluate **progress**

- Results & Deliverables
- Trends
- Schedule

Uncover **obstacles**

- Provide necessary **resources**
- Serve the individual as a mentor and **coach**

Great leaders are doing more listening than talking

Instructor Manuals include answer keys to participant exercises, quizzes, and tests

True or False? Successful goal setting is a process that involves more than writing down things to accomplish. **Select One**

True or False? Successful goal setting is a process that involves more than writing down things to accomplish. **True**

Goals that are specific, measurable, attainable, realistic and time-bound are often called:

**SMART**

2 versions of Participant Manuals  
1 for hardcopy prints  
1 for electronic fill-in  
(with answer keys in instructor manual)

MS Powerpoint Slide Deck

Fully Animated Fully Scripted Customizable

What does all this look like as leadership responsibilities grow?

15 min Participant Manual page 19

Say: "We are all at different 'leadership' levels. As I go through these next slides, think about where you are now, how you behave, and what your aspirations are."

If you are using the participant manual:

Say: "Go to your manual page 19, check off what you do now (be honest with yourself). Circle what you think you should be doing now."

Detailed & Scripted Instructor Manuals

Objective 1: Keep 1 deployment ready medical trailer at all ends of the 9 parishes in Baton Rouge. West Baton Rouge Parish will lead by April 1, 2023 and on in the future."

Slide 71: 9 min Participant Manual page 16

Slide 72: 9 min Participant Manual page 16

Slide 73: 9 min Participant Manual page 16

Fully editable Instruction Schedule

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## Instructor Kits include:

- PowerPoint Slide Deck
- Instructor Manual
- Participant Materials
- Instruction Schedule
- Invitation Templates

## delivery your way

### DIY Do It Yourself

Our instructor kits are designed for any experienced trainer to download and go. Get started delivering solid and comprehensive leadership training right away.

### DWY Do It With You

Need some guidance? Schedule a detailed review with one of our course experts.

### DFY Do It For You

Construction industry expert trainers who deliver learning modules.





Green sticky note with handwritten text, possibly a date or name.

Yellow sticky note with handwritten text: "Doing your job".

Yellow sticky note with handwritten text: "Out Out".

Yellow sticky note with handwritten text: "Get something".

Yellow sticky note with handwritten text: "Customer Relationship".

Yellow sticky note with handwritten text: "Contract".

Yellow sticky note with handwritten text: "Quality Maintenance".

Yellow sticky note with handwritten text: "Customer".

Yellow sticky note with handwritten text: "Efficient with resources".

Yellow sticky note with handwritten text: "Check in".

Yellow sticky note with handwritten text: "Check in".

Green sticky note with handwritten text: "Check in".

Green sticky note with handwritten text: "Check in".

Green sticky note with handwritten text: "Check in".

Green sticky note with handwritten text: "Check in".

Green sticky note with handwritten text: "Check in".

Green sticky note with handwritten text: "Check in".

Large blue sticky note with handwritten text, organized into sections with bullet points and sub-headers.

Pink sticky note with handwritten text: "1/18".

Handwritten text: "why".

Handwritten text: "LEB's Address".

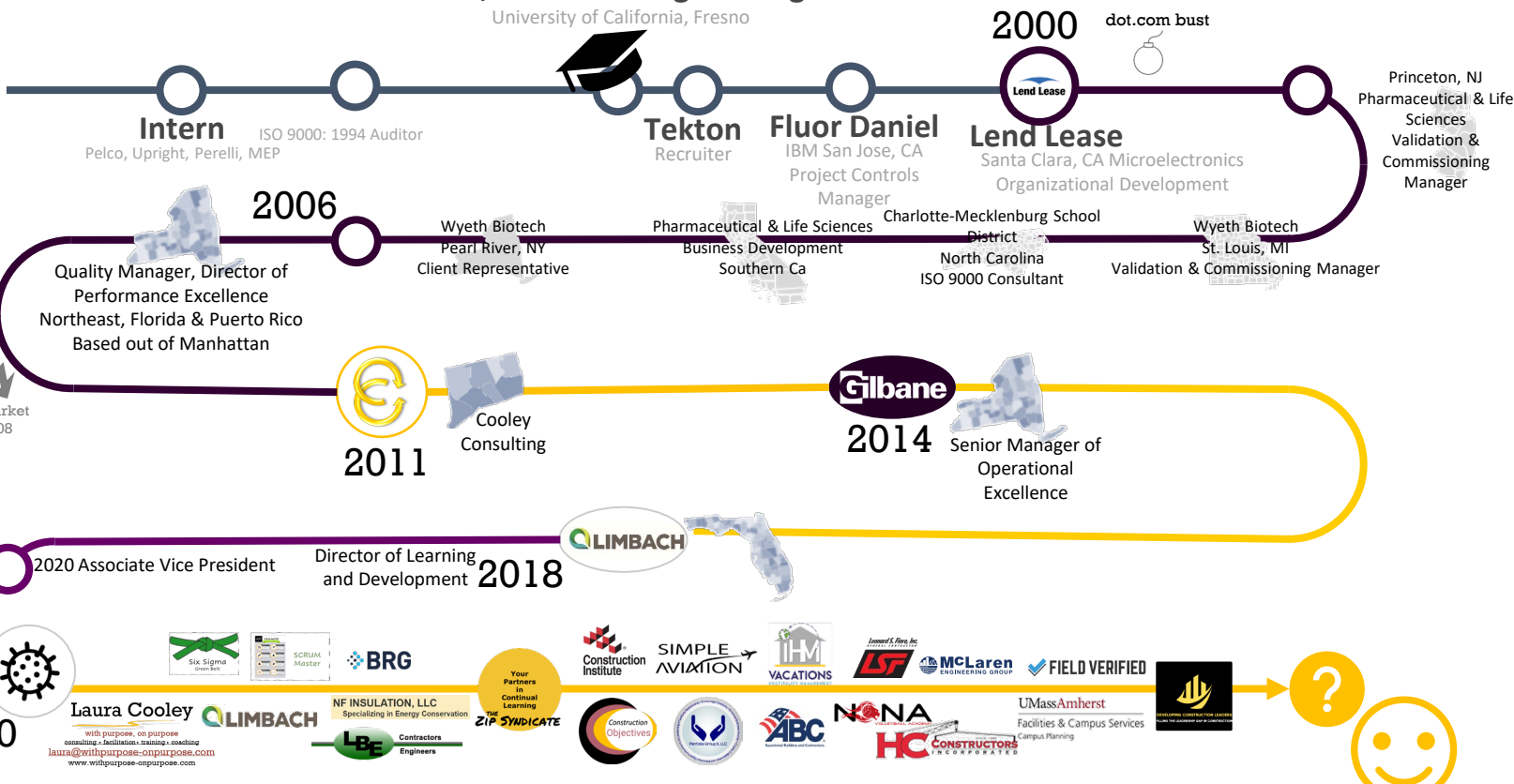
Handwritten text: "LEB's team".

Handwritten text: "Time", "Budget", "Risk", "Procurement", "Theory".

Handwritten text: "LEB's team", "LEB's team", "LEB's team", "LEB's team".

# JOURNEY

## BS, Industrial Engineering University of California, Fresno



**Intern** ISO 9000: 1994 Auditor  
Pelco, Upright, Perelli, MEP

**Tekton** Recruiter

**Fluor Daniel** IBM San Jose, CA Project Controls Manager

**Lend Lease** Santa Clara, CA Microelectronics Organizational Development

Princeton, NJ Pharmaceutical & Life Sciences Validation & Commissioning Manager

**2006** Quality Manager, Director of Performance Excellence Northeast, Florida & Puerto Rico Based out of Manhattan

Wyeth Biotech Pearl River, NY Client Representative

Pharmaceutical & Life Sciences Business Development Southern Ca

Charlotte-Mecklenburg School District North Carolina ISO 9000 Consultant

Wyeth Biotech St. Louis, MI Validation & Commissioning Manager

Housing Market Crash 2008

**2011**

Cooley Consulting

**2014**

Senior Manager of Operational Excellence

2020 Associate Vice President

Director of Learning and Development **2018**

LIMBACH

Pandemic Shutdown in USA Begins 2020



**2020**

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