



John R. Ruffin

Principal, **Ruffin Associates**

Organization Development Consulting, Strategy and Culture Focus

I have spent a 30+ year career in addressing issues of organizational systems and dynamics, organization development. My eclectic experience has ranged from being a business owner and CEO, to executive coaching at the highest levels of public and private organizations, innovative consultant, author, speaker, facilitator, trainer, educator and publisher. My business ethic is “Do exceptional work, build committed relationships, and if there isn’t a bit of fun in it, don’t do it.”

Selected Projects:

- Team Integration for the Executive Staff, Kinkos Corporate, Dallas.
- Organizational Change, M&A integration, DuPont Corp, Santa Barbara.
- Annual Conference Planning and Facilitation, Patagonia, Inc.
- Safety Culture Change throughout 7 Divisions at Southern California Edison.
- M&A Transition and Culture Integration for Division of AMGEN.
- Executive Team Dynamics and Strategy, US Immigration and Naturalization Service.
- Founder of Dialogue Boulder.... www.dialogueboulder.com

Partial List of Clients:

American Red Cross	Patagonia
AMGEN Cell Culture Group	Pepperdine University
AT&T, Bell Laboratories	Pratt & Whitney Corp.
Walt Disney Animations	Univ. of Southern California
DuPont Displays	Southern California Edison
Hewlett-Packard	US Government Accountability Office
Hyatt Hotels	US Dept. of Health and Human Services
3M/Imation	US Dept. of Justice, US INS
Kinko’s Corp.	US DOD, Navy, Army Corps of Engrs.
Merck Pharmaceuticals	US Dept. of Energy
City of New York	US Comptroller of the Currency
City of Long Beach, CA	US Nuclear Regulatory Commission
PacifiCare Health Systems	Wunderlich-Malec Engineering

Academics:

BA in History, Davidson College, Davidson, NC. Graduate studies in Organization Development at George Washington and American Universities in Washington, DC; Evidence-Based Coaching certified, and Ph.D. candidate in Human and Organization Development at Fielding Graduate Univ. of Santa Barbara.

Certifications and Completions include:

- Evidence-Based-Coaching, Fielding Graduate University
- Appreciative Inquiry for Culture Change and Strategic Planning
- Myers-Briggs Type Indicator (MBTI)
- Crucial Conversation Coaching/ Performance Systems Analysis
- Dialogue – “*The Art of Thinking Together*”
- The Immunity to Change Process, Kegan and Lahey
- American Mensa

References:

Johnny N. Williams, Executive Director, US Immigration and Naturalization Service, Worldwide Operations. John Ruffin is the best consultant I've known. As the Regional Director for the Western Region, INS, I had a disparate team that needed centering and John's team development work was the breakthrough to building a team that led the Agency in innovation and production. The team members, years later, talk about their experience and how they use it in their careers and daily lives. That learning was key in my next job which was the operational executive for the Agency worldwide.

Edward Rockey, Ph.D. Emeritus Professor of Applied Behavioral Science, Graziadio School of Business and Management, Pepperdine University. John is a superb and skillful facilitator, combining sophisticated learning with understanding and application. He has the talent to foster a climate of trust and caring, and yet challenge individuals and groups, as evidenced in an M&A culture integration project we co-led at Amgen Pharmaceuticals. A year later the Division's participants were still cherishing the results that brought them together. I highly recommend John as a truly gifted consultant.

Don Bushnell, Ph.D., Founding Dean, Human and Organization Development, Fielding Graduate University. I have collaborated with John Ruffin in strategic planning for nonprofit organizations for over fifteen years and have witnessed his skill in turning negative issues into affirmative questions leading to uncovering core values in client organizations. We have employed Appreciative Inquiry methods to elicit core values that help set visions and new directions for the organization's future. John is a master OD practitioner and I can recommend him unequivocally as a consulting partner and business associate.

Thomas Cohenno, E.D., MBA, MS.OD, Director, OD and Training, Southern California Edison. John is incisive and keen to the realities of today's business environment, especially in concerns of leadership and culture. He hears the client both above and below the surface, probing for the unspoken personal and organizational strain. Improvements John initiated in the Edison safety culture were expanded across all 7 divisions of the company resulting in a profound change in corporate culture for executives and craft employees alike. I wholeheartedly recommend John for OD type work in all types of organizations and industries.

Lori Dulberg, MBA, M.Ed., Administration, Front Range Community College, Boulder, CO. John and I have collaborated on a variety of projects over the course of 20+ years. He is a talented facilitator and speaker whose focus centers on the participant and their individual learning needs. John's integrity and unconditional regard for the growth of the individual and organization is unparalleled. He is energized by an ambiguous challenge versus a rote solution or agenda, and at his best in creative settings with an expanding view of what's possible.

Other:

- Dean of Men, Mackinac College, Mackinac Is., Michigan.
- US Army 1st LT. Military Intelligence, Vietnam Veteran.
- Chairman, Board of Directors, National Veterans Foundation
- Board of Directors, the Nasaruni Academy for Maasai Girls, in Narok, Kenya.
- Founding member and a Cast Director of the international program *Up with People*.
- Native of Virginia, lived and worked in Washington, DC for 20 years in '70s and '80s, followed by 25 years in Santa Barbara, CA, until recent move to Boulder, CO in 2016.
- Father of a teenage son and Waldorf student, an avid photographer, homesick sailor, energetic cyclist and an intuitive cook.

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