

Training, Facilitation, Executive Coaching, Program Management

Supporting Corporate and Government Organizations Worldwide



Available for...

- Short- and Long-Term Assignments Worldwide.
- Local Corporate and Government Training and Facilitation.
- Overseas Deployment.
- Telework.

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Camp Liberty

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Battlearound. AL 35179

INTRODUCTION



Joseph M. Land, Sr. - Joe's career began when he joined the United States Navy, becoming one of only 650 Navy Public Affairs professionals worldwide. After a decade of service in uniform, he had traveled to 28 countries across the globe, serving at-sea, ashore and overseas. In his final years in the Navy, he was certified as a military instructor, leading him to a lifelong career of personnel management, facilitation and adult learning.

Upon Honorable Discharge from the Navy, he went on to form a very successful career development company, specializing in assisting corporate, military and government professionals as they transitioned between careers. His own career has included extensive work with private sector organizations; local and federal government; executive management, president of a corporation, private consulting and non-profit/educational management.

Joe has been one of the most traveled instructors for the Department of Defense, training government professionals in a performance-based pay system, where he provided training worldwide. He has been actively involved with a number of projects for the Department of Defense, Department of Transportation, Housing and Urban Development and several other federal agencies. A seasoned "road warrior," Joe has been an on-call consultant with several firms, supporting the development of thousands of government and corporate professionals.



In addition to his consulting work with Liberty Communications, LLC, Joe owns and operates a very successful military-based summer camp - on *Camp Liberty*, a 75-acre training facility in Battleground, Alabama - which provides young men and women an extremely realistic view of life in the Armed Forces. Historically, 63% of his Cadets who attend two summers or more have gone on to serve in uniform.



Joe previously served as the Commander (with the *honorary* rank of Colonel) of America's oldest nationwide Cadet Corps. He led a staff of 50+ providing leadership development and career exploration training, as well as management of a residential preparatory school, for thousands of young people age 12-18. Additionally, he managed the day-to-day operation of a historic 20+ acre facility and management and execution of a \$2 million budget. He is credited with streamlining expenditures by 20% as well as increasing enrollment and revenue by 18%.

Joe served as a Program Manager at the National Intrepid Center of Excellence (NICoE), the Traumatic Brain Injury/Post Traumatic Stress Research Institute at Walter Reed National Military Medical Center in Bethesda, Maryland. He oversaw a variety of support services, including Education and Training, Graphic Design, Distinguished Visitor Support, Information Technology Development and Process Improvement.

Joe recently managed a team of four Training Analysts providing curriculum design, validation and updates, and two Training Support Analysts, providing Information Technology support for 35,000 students annually, during a two-year project. He also served as the Project Manager for a five-year training project, serving 5,000 Food and Drug Administration employees. Today, he owns and manages *Camp Liberty*, supporting the training needs of corporations, law enforcement, veterans and educational/public service institutions.

CLIENTS

Joe has provided training, facilitation and coaching services to countless corporations and nearly every agency within the United States Government. He has served his country - either in uniform or in a support role - for over 20 years. Having trained over 35,000 professionals of all backgrounds, his clients include:

- Price Waterhouse Cooper
- Department of the Army
- Department of the Navy
- Department of the Air Force
- Department of Homeland Security
- Department of Veterans Affairs
- Department of Transportation
- Department of Housing and Urban Development
- Federal Bureau of Investigation
- Federal Labor Relations Authority
- Bureau of the Public Debt
- Subway Sandwiches
- City of Gainesville, Florida
- National Weather Service
- Federal Acquisition Institute
- National Guard Bureau
- General Services Administration

“Joe is a great Instructor. He is very knowledgeable and his humor kept us engaged!”

“Thanks Joe!”

“Joe Land is great. I thoroughly enjoyed his portion of the training and will use the information often”

COMPANY



Liberty Communications was formed in 1999. The name **Liberty Communications, LLC**, is a tribute to the men and women – past and present - who as members of the Armed Forces. Specifically, the name was chosen to honor the service of former **Master Sergeant Joseph W. Crawford**, Joe’s late-grandfather.

MSG Crawford served in the 101st Airborne - *the Screamin' Eagles* - during World War II. He was captured and held as a Prisoner of War. After 29 days of captivity, he was liberated by the Allies and returned to his unit. MSG Crawford received the Bronze Star (two awards), Prisoner of War Medal, Combat Infantry Badge and several other personal and unit

awards during his years of service to our country. Mr. Crawford passed away in 2014 at the age of 93.

In 2016, Liberty Communications, LLC purchased the site of *Camp Liberty* in historic Battleground, Alabama. Joe manages Camp Liberty, which is a 75-acre patriotic retreat hosting major public events, reunions, corporate retreats and tactical training for law enforcement and military personnel, with a staff of nine. He is mobile and available for long- and short-term assignments.



RESUME

Offering 20+ years Experience in...

- ★ **Leadership and Program Management** ★
- ★ **Training and Development** ★ **Consulting** ★
- ★ **Executive Coaching** ★ **Team Development** ★ **Facilitation** ★

"Joe is incredibly passionate about his work. This comes across in his presentation which helps stimulate group interaction and debate. Thanks, Joe!"

"Joe Land is an awesome instructor! He was frank, understanding and respectful. I have been to several seminars... none of the other instructors matched Joe's leadership and professionalism."

PROFESSIONAL

On-call Senior Associate in the Human Capital and Management Consulting practices for several consulting firms, which have included QCM Consulting, FMI, PerformTech, Serco, SI International, Kelly Anderson & Associates, FPMI, GRA, Learning Tree International, The Training Associates and others. Offers extensive and varied experience within corporate and government environments. Proven to be an outstanding trainer and facilitator, conducting up to 150+ training programs annually. Provides support for consulting assignments on a broad spectrum of performance management, organizational development, strategic planning, and human capital strategic planning initiatives. Provides a variety of highly interactive training courses in multiple disciplines focused around leadership development, communications, motivation, interpersonal skills, change and transition management, diversity strategy, performance management, conflict resolution and team building. Further, offers facilitation and executive coaching services to a variety of clients.

SELECT PROJECT EXPERIENCE

Management of Camp Liberty. Management, marketing and execution of training programs on a uniquely patriotic 75-acre, 200+ bed training facility. Served clients from 39 states and 17 countries since first year of operation. \$1.2 million in sales.

Management of a Residential Military Preparatory School. Assumed executive management of a first-year technology-based residential preparatory school for students in 6-12 grade. Implemented change management and a strategic plan resulting in a financial turn-around during what was projected to be a period of significant financial loss. Transitioned a tumultuous group of educators and support personnel into a high-performing educational team. Additionally, managed the day-to-day operation of a historic 20+ acre facility and \$2 million budget. Joe is credited with streamlining expenditures by 20% as well as increasing enrollment and revenue by 18%.

Facilitation of Mentorship Program for Edgewood Chemical Biological Center. Developed and delivered a detailed six-month mentorship program for 16 mentor/mentee teams, consisting of chemists, biologist and other scientific and support personnel. Coached leaders, developed curriculum and provided consulting services to the Workforce Management team.

Creation of Ranger Corporate Adventures. Offering high-adventure leadership and team-building programs for corporate professional within a hands-on military-style environment.

Delivery of Training and Consultant/Facilitation Services in support of the U.S. Department of Defense DCPAS Supervisor Development Program. Lead trainer for 80-hours of blended learning (40 online and 40 Instructor Led Training) for Department of Defense supervisors who have been recently selected for their positions. Guided a team of four trainers, supported by Government Subject Matter Experts to deliver a highly-interactive program.



Delivery of Training and Consultant/Facilitation Services in support of the U.S. Department of Defense Transition

Assistance Program. Delivered tailored training for U.S. Department of Defense Transition Assistance Program, provided to separating and transitioning military and civilian personnel. Coached clients on career choices, succession opportunities, job search skills and other skills which would lead to meaningful and rewarding work within the U.S. Government or in the civilian marketplace. Administered personality testing, career interest surveys and other tools designed to gain an advanced understanding of the clients' skills, interests and career potential. Coached clients as they searched for new opportunities, or as they progressed within their current career track. Developed resumes and other personal marketing materials. Certified Professional Resume Writer through the Professional Association of Resume Writers.

Delivery of Training and Consultant/Facilitation Services in support of the U.S. Department of Housing and Urban

Development's Performance Management System. Delivered tailored training for U.S. Department of Housing and Urban Development's implementation of a Performance Management system aimed increasing employee accountability through improved performance. "Name requested" to provide training to senior executives of the Office of Public Policy and Research (PD&R), as well as leaders at the Region level.

Development and Delivery of Training for the Workforce Tracking and Transformation System (WTTS), Department of

Transportation. Developed and delivered tailored interactive training for the Department of Transportation implementation of WTTS and the Entrance on Duty System (EODS). This training supported the design, development, and implementation of training for Human Resources practitioners throughout the Department of Transportation.

Delivery of Training and Consultant/Facilitation Services in support of the Department of Defense's Performance

Management System. Delivered tailored training for the Department of Defense implementation of a Performance Management system aimed at increasing employee accountability through improved performance. One of the primary trainers involved in assisting the DoD to develop and implement various aspects of performance management, conflict resolution, change management, facilitation of executive leadership session and pay pool deliberations. One of the most traveled trainers in DoD due to "name requests" and a strong commitment to the Federal workforce.

Delivery of Training and Consultant/Facilitation Services in support of the development of "SMART" Objectives.

Delivered 300+ three-hour training programs on the development and implementation of SMART objectives in support of Department of Defense implementation of a Performance Management system. Developed actual objectives in a facilitated classroom environment. Provided one-on-one coaching with supervisors as they developed objectives for themselves and their subordinates. Facilitated deliberations as a "Paypool Panel" of senior leaders reviewed performance in comparison to stated objectives. Provided feedback on the applicability and measurability of objectives. Assisted senior executives as they developed SMART objectives at the departmental and directorate levels.

Delivery of Training for the Federal Acquisition Certification for Program and Project Managers (FAC-P/PM) program,

Federal Acquisition Institute (FAI). Currently providing executive-level training in leadership, interpersonal skills, communications and negotiations to senior leaders within the acquisition community. Primary instructor for senior-, mid- and executive-level leaders within the U.S. Department of Veterans Affairs (VA) and the Federal Aviation Administration (FAA) execution of FAC-P/PM. These were highly interactive courses that used assessment, case studies, exercises, and small and large group work to cover agency policies and directives, exploring the nuances of communicating change and accountability to those directives to a very tenured employee population.

Development, Execution and Oversight of the National Cadet Training Center, Millersburg, Kentucky.

Served as the Chief of Staff of the U.S. Army Cadet Corps, accountable to the Commanding General for all aspects of program development, communications, recruiting and funding for a nationwide 501(c)3 youth development program, which served young men and women age 12-18. Supervised and mentored up to 150 volunteer professionals who operated units throughout the United States and Puerto Rico. Interfaced with General Officers and senior civilian leaders throughout the Department of the Army. Developed and directed several leadership development programs, focusing on counseling, community relations, communications, disciplinary measures and strategic planning.

Development and Execution of Executive Coaching Services, Defense Language Institute, Department of Defense.

Managed and implemented a one-year coaching program for 20+ Department Chairs at the Defense Language Institute. Provided leadership development to team leads, as well as new and experienced supervisors. Groups met to develop accountability, learn communication, conflict, teambuilding, delegating and leadership skills. Leadership skills were improved through the use of discussion, lecture, role play, and exercises, and assessment instruments were administered to provide insight into conflict management patterns, leadership style, and communication styles. Each peer learning sessions highlighted a specific leadership skill. By the end of the program, participants learned necessary skills and developed a strong collaborative network that continued to serve DLI long after the coaching program was completed.

PROFESSIONAL HISTORY

PRESIDENT / SENIOR CONSULTANT

1999 – Present

Liberty Communications, LLC, Camp Liberty, Battleground, Alabama

Trainer and Facilitator for up to 150 training programs conducted annually, providing high-energy presentations to professionals of all levels in a humorous, inspiring and educational format.

- Trained more than 35,000 managers, supervisors, team leaders and customer service representatives worldwide in leadership, sales and interpersonal skills.
- Led a team of nine full-time, and 35 independent contractors, to execute a seven-week military-style summer camp, the most realistic and challenging military career exploration program available to young people.
- Own and manage a 75-acre 250+ bed training facility providing experiential team-development training.
- Provide teens with a realistic view of military life, resulting in 63% pursuing a military or law enforcement career.
- Provide corporate executives with a variety of leadership and team-building program, built around the values of Loyalty, Duty, Respect, Selfless Service, Honor, Integrity and Personal Courage.
- Provide tactical training support to military and law enforcement professionals through XMC Tactical.
- One of only three trainers contracted to an international training firm to teach all three tracks of the **Conference for Managers and Supervisors** and the **Customer Service Conference**. Served as a primary instructor for Rockhurst University for a variety of topics including leadership, policies and procedures, performance evaluations, conflict resolution and personnel law.
- Heavy emphasis on defense- and government-related training market, along with significant corporate experience. Clients included Price Waterhouse Cooper, Food and Drug Administration, National Weather Service, Naval Facilities Engineering Command, City of Crystal City, Texas, and Naval Air Station Jacksonville.

PROJECT MANAGER

2015 – 2017

QCM Consulting, U.S. Army Recruiting and Retention School and Food and Drug Administration, Fort Knox, Kentucky

Project Manager at the U.S. Army Recruiting and Retention School, overseeing four Training Analysts providing curriculum design, validation and updates, and two Training Support Analysts, providing Information Technology support for 35,000 students annually. Also served as the Project Manager for a five-year training project, serving 5,00 employees of the Food and Drug Administration. Sunsetting both contracts at the end of the period of performance.

PROGRAM MANAGER

2013 – 2015

Performix Consulting, assigned to Walter Reed National Military Medical Center, Bethesda, Maryland

Managing Consultant and Program Manager assigned to Walter Reed National Military Medical Center, Bethesda, Maryland in support of Educational and Training, community outreach and internal relations. Oversaw the coordination of Distinguished Visitors tours and visits, including members of Congress, senior military leaders and corporate executives. Managed eight personnel assigned to support the Education and Training Department, Military Service Dog program, graphics design and Information Management. Supported the needs of America's warfighters who had been diagnosed with Traumatic Brain Injury and Post Traumatic Stress. Sunsetting the contract at the end of the period of performance.

CHIEF EXECUTIVE OFFICER / COMMANDER

2012 – 2013

CHIEF OPERATING OFFICER / CHIEF OF STAFF

1999 – 2012

USAC, Inc., Headquartered in Millersburg, Kentucky

Accountable for all aspects of program development, communications, recruiting and funding for a nationwide 501(c)3 youth development program, serving 2,000 young men and women age 12-18. Supervised up to 200 volunteer professionals who operated units throughout the United States and Puerto Rico.

- Developed and direct the Leadership Development Institute, a 12-day leadership training series focusing on counseling, community relations, communications, disciplinary measures and strategic planning.
- Designed nationwide policy statements, promotion criteria, recognition tools, disciplinary procedures and marketing materials. Travel throughout the country to provide on-site consulting to struggling branches.
- Founded the *American Youth Seamanship Institute*, providing school-to-work opportunities for teens. Developed Computer Based Training programs designed to instill technical skills and confidence.
- Increased recruiting and retention program-wide by more than 21%.



SENIOR FACILITATOR / TRAINER II

1997 – 1999

Center for Leadership Development, Casselberry, Florida

Facilitated meetings of environmental clean-up engineers responsible for remediation of government property in preparation for transition to civilian use. Contracted to Department of Defense environmental clean-up teams.

- Developed and presented interpersonal skills and continuous improvement training designed to improve efficiency and team-building within a federal government environment.

COUNSELOR / LIFE SKILLS TRAINER

1996 – 1997

Department of Agriculture and Consumer Services, State Of Florida

Interfaced with students, parents and government officials involved in a wilderness-based delinquency program. Provided conflict resolution, needs assessments and employability skills training.

- Designed and presented a 22-lesson Life Skills Training program for delinquent teens.
- Shift Supervisor, responsible for managing a staff of nine and up to 40 students.

MILITARY SERVICE

PUBLIC AFFAIRS SPECIALIST / TRAINER

United States Navy

Assignments Worldwide

One of less than 650 Public Affairs Specialists in the Navy; traveled to 28+ countries worldwide, providing print and broadcast public information. Trained technicians and managers in television production and public relations.

- Assignment Editor for a team of 12 reporters and videographers covering military news throughout the West Coast.
- Promoted to senior supervisory position more than five years ahead of peers. Morning "Disk Jockey" for an overseas morning radio show. *Honorably Discharge.*

SUMMARY OF QUALIFICATIONS

- A multi-faceted professional with 25+ years of experience in a variety of positions within a corporate, government and military environment. Comfortable communicating with people of all levels and backgrounds.
- Well-spoken, confident and skilled at adjusting presentations based on the learning level of the audience.
- Solid sales skills, capable of quickly identifying a customer's needs and matching them to the benefits of a product, while establishing a level of comfort and trust.
- Fully computer conversant; capable of using, learning and presenting most any business application.

EDUCATION AND CERTIFICATIONS

University of the State of New York

Bachelor of Arts (Sociology / Education)

Certified, Guided Group Interaction Counselor

State of Florida

Certified, Group Pace Instructor

Department of the Navy

Certified Professional Resume Writer

Professional Association of Resume Writers

Former Member of the Credentialing Committee

Countless Continuing Education Programs and Personal Development Seminars.

Program titles, content and duration available upon request.

TRAINING TOPICS

Joe has designed and delivered a number of specialized and tailored training programs, including:

- Customer Service Magic
- Spark the Leader Within
- Fast-Track Seminar for New Supervisors (1 or 2 day programs)
- How to Stay Positive in a Changing World
- Dealing with "Old Sluggo," that Difficult Employee
- Stress: America's Most Powerful Enemy
- Personnel Law for Regular People

.. And Much More!

Further, Joe is very experienced in any of the following general topics:

Achieving Maximum Productivity

Anger Management

Basic Supervision

Behavior in Organizations

Briefing Techniques

Business Etiquette

Change Management

Change: Opportunity or Obstacle

Coaching Skills for Managers and Supervisors

Communicate Better

Conducting Effective Meetings

Conflict Management

Conquering Workplace Negativity

Consideration of Others

Coping with Continuous Change

Counseling Techniques

Creating Stellar Customer Relations

Creative Problem Solving and Decision Making

Critical Thinking

Customer Service

Dealing with Difficult People

Decision Making/Analysis

Discipline and Performance Problems

Effective Delegation

Effective Writing

Essentials of Communicating

Grammar and Proofreading

How to Design Newsletter, Brochures and Ads

How to Handle People with Skill and Tact

How to Motivate, Manage and Lead a Team

Increasing Human Effectiveness

Instructional Methods

Interpersonal Communication Skills

Leadership Skills for Non-Supervisors

Listening Skills

Management for Managers

Management Skills for Administrative
Professionals

Managing Multiple Priorities

Negotiation and Persuasion Techniques

Organizational Transformation

Performance Management for Employees

Performance Management for Supervisors

Performance Management Appeals for HR
Practitioners

Prevention of Violence in the Workplace

Stress Management

Team Building

Telephone Techniques Time

Management

Writing for Government and Business