

ROSIE WARD

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EDUCATION

Doctor of Philosophy, Organization and Management 2008
Capella University, Minneapolis, MN

Dissertation: *The Relationship of Individual Intrinsic Capacity with Job Satisfaction, Organizational Commitment and Life Balance: An Exploratory Study of the Intrinsic Coaching® Methodology.*

Master of Public Health in Community Health Education 2002
University of Minnesota, Minneapolis, MN

Bachelor of Science in Kinesiology, emphasis in worksite health promotion 1998
University of Minnesota, Minneapolis, MN

TEACHING & TRAINING EXPERIENCE

Totally Coached, Inc., Scottsdale, AZ 2006 - present
Coach Mentor

- Lead 12-week training series in Intrinsic Coaching® to diverse adult populations.

National Exercise Trainers Association, Golden Valley, MN 2000 - present
Workshop Presenter

- Developed national continuing education workshops for core conditioning/functional fitness, kickboxing, and group cycling and assist in the creation of various training seminars for fitness professionals.
- Workshops taught: *Group Fitness Instructor Certification, Pilates Instructor Certification, Yoga Instructor Certification, Group Cycling Instructor Certification, Kickboxing Instructor Certification, Stability Ball Certification, BOSU, Coredination (core conditioning), Mind/Body, Nutrition for Fitness Professionals, Total Body Conditioning*
- Received consistently high student evaluation marks (4.5+ on 5.0 scale).

Gold's Gym, Brooklyn Park, MN 2006 - present
Group Fitness Instructor

- Lead group fitness classes and promote club programs.

Northwestern Health Sciences University, Bloomington, MN 2004 – 2008
Adjunct Faculty and Guest Lecturer

- Developed and instructed the *Health and Wellness Coaching* and part of the *Designing Intrinsic Conditions for Healing and Health* courses for the Integrative Health and Wellness program.
- Led a college-accredited version of the 12-week training series in Intrinsic Coaching® to diverse adult populations through the continuing education department.
- Developed and instructed a 12-hour continuing education course for doctors of chiropractic on the fundamentals of worksite health promotion, receiving high participant evaluation marks (4.8 average on a 5.0 scale), February 2007.
- Guest lectured in several classes. Topics included: nutrition, body fat analysis protocol, Pilates basics, stability ball basics, and coaching.

Northwest Athletic Club, Brooklyn Center, MN 2000 - 2006
Group Fitness Instructor

- Instructed several group fitness classes and promoted the *Spinning* program.

Bally Total Fitness, Richfield, MN 1994 - 1999
Group Fitness Instructor

- Assisted with coordinating the group fitness program and trained new instructors.

RELATED PROFESSIONAL EXPERIENCE

RJF Agencies, Plymouth, MN 2007 - present
Health Management Consultant

- Develop and implement the business plan and strategy to create a health management consulting division.
- Consult with organizations seeking to develop or improve worksite health promotion programs that are effective and in alignment with core business objectives.
- Present seminars and group training sessions on the business case for health management, effective models for worksite health promotion, how to motivate employees, transforming an organization's culture, coaching, and personal wellness topics.

Salveo Partners, Maple Grove, MN 2006 - present
President and Founder

- Provide coaching services for individuals seeking clarity and direction at a point of transition in their life.
- Present seminars and group training sessions designed to enhance interpersonal communications and empower individuals to proactively design their future.

Northwestern Health Sciences University, Bloomington, MN 2004-2007
Health and Wellness Director

- Developed an extensive employee wellness program focused on identifying and targeting risk factors through rigorous program evaluation and innovative programming, resulting in improved health risk assessment scores and winning Hennepin County's *Health @ Work Award* in 2005 for best comprehensive program, a Gold Level *Wellness By Design Award* in 2006 and 2007, and being featured as a model worksite for several seminars.
- Developed and updated content and actively marketed a comprehensive wellness website for the university and the community, resulting in more than 30,000 unique visits each month in the first year and winning a Silver level *World Wide Web Health Award* in 2006 and 2007.
- Provided leadership and coaching for employees throughout the organization focused on building on individual strengths, resulting in people being highly motivated and engaged.
- Partnered with Human Resources to implement a tobacco-free policy for the entire campus and clinics.
- Created a successful Lifestyle Makeover Program utilizing an individualized approach to programming and weekly coaching sessions, resulting in a new model for programming to foster sustainable lifestyle changes.

Anoka County Public Health, Anoka, MN
Bioterrorism Education Coordinator

Aug., 2002 - 2003

- Led wellness committee in revamping programming that included implementing a pilot wellness makeover program utilizing health risk assessments, resulting in increased employee participation in programs.
- Developed collaborative relationships with various community groups to create and implement emergency preparedness plans in accordance with federal grant money.
- Successfully administered training needs assessments for internal staff and community and developed training modules to meet identified needs.

Park Nicollet HealthSource, Fridley, MN
Program Manager, Target Distribution Center

2000 – Aug., 2002

- Researched industry trends and developed collaborative relationships to meet the needs of the client, resulting in integration with risk management and occupational health and increasing the client contract to add additional program staff.
- Conducted a process evaluation of a stretching-based injury prevention program, resulting in a revamped program distributed nationwide to all distribution centers within the Target Corporation.
- Developed, evaluated, and implemented innovative programs, resulting in increased integration of wellness programming throughout the organization and increased program participation and wellness center memberships.

Health Fitness Corporation, Fridley, MN
Program Director, Target Distribution Center

1999 - 2000

- Increased average monthly utilization of wellness center from 32% to 42% by offering more comprehensive programs, improving communication between staff and members, and conducting needs analyses through member surveys.
- Expanded programming beyond fitness initiatives to include all aspects of wellness and occupational health, resulting in Target management changing the name from Target Fitness Center to Target Wellness Center to more accurately represent the programs.

Preferred One, Minneapolis, MN
Claims Coordinator

1992 - 1996

- Partnered with management to develop wellness initiatives for employees.

PRESENTATIONS GIVEN / COURSES TAUGHT

- *What's Intrinsic Got To Do With It?* breakout session to be presented at the Art & Science of Health Promotion Conference, Hilton Head, SC 2010.
- *Engagement: The Key to Healthy Organizations*, breakout session to be presented at the Art & Science of Health Promotion Conference, Hilton Head, SC 2010.
- *What's Intrinsic Got To Do With It?* breakout session to be presented at the Midwest Worksite Health Promotion Conference, St. Paul, MN 2009.
- *Put Healthcare Consumerism Into Action*, three-hour seminar presented to over one hundred business leaders, Minneapolis, MN 2009.
- *What's Intrinsic Got To Do With It?* breakout session presented at the National Wellness Conference, Stevens Point, WI 2009.
- *Engagement: The Key to Healthy Organizations*, breakout session presented at the National Wellness Conference, Stevens Point, WI 2009.
- *Engagement: The Key to a Healthy Company Culture*, educational session presented at the Northland ACSM quarterly education event and for Assurex Global, Minneapolis, MN 2009.

- *Engage Employees through Intrinsic Motivation*, three-hour seminar presented to nearly two hundred business leaders, Golden Valley, MN 2009.
- *How to Motivate People to Make Behavior Change*, breakout session presented at the Northland ACSM Spring Tutorial, St. Cloud, MN 2009.
- *Wellness vs. Health Management: Are They Mutually Exclusive?*, seminar and interactive discussion presented for sHaRe (a strategic HR networking group), Minneapolis, MN 2009.
- *Effective Health Management: It's About Culture*, seminar presented to a governmental workgroup and several professional human resources organizations, Minneapolis, MN 2009.
- *Respond to the Aging Workforce*, three-hour seminar presented to over one hundred business leaders, Golden Valley, MN 2009.
- *3 Perspectives on Reaching the Hard-to-Reach: Message*, seminar presented as part of a panel for the Northland Chapter of the American College of Sports Medicine's Worksite Health Promotion Group quarterly education event, Minneapolis, MN 2008.
- *Health Management: A Serious Business Solution*, three-hour seminar presented to over one hundred business leaders, Golden Valley, MN 2008.
- *What's Intrinsic Got To Do With It?* breakout session presented at the National Wellness Conference, Stevens Point, WI 2008.
- *Put Healthcare Consumerism Into Action*, three-hour seminar presented to business leaders, Owatonna, MN, Eau Claire, WI and Minneapolis, MN 2008.
- *Health and Wellness Coaching – Applied Intrinsic Coaching®*, course taught in conjunction with the Integrative Health and Wellness program and continuing education at Northwestern Health Sciences University, Bloomington, MN 2008.
- *Beyond Resolutions: Resolving to Change*, presentation given to over one hundred business leaders, Medina, MN 2007.
- *Health Management as a Serious Business Strategy*, presented at the Minnesota Technology Business Climatology Conference for CEOs, Minneapolis, MN 2007 and Mankato, MN 2008; presented to two Enterprise Minnesota CEO peer groups, Alexandria, MN 2007 and Owatonna, MN, 2008.
- *Trends in Wellness Programs*, three-hour seminar presented to business leaders, Owatonna, MN and Eau Claire, WI 2007.
- *Ethics in Coaching*, course taught as part of the Integrative Health and Wellness program at Northwestern Health Sciences University, Bloomington, MN 2007.
- *Being Resilient & Balancing Life's Challenges*, presented to employees for Synovis Life Technologies, St. Paul, MN 2007.
- *Creating Your Authentic Marketing Mindset*, breakout session presented as part of the Coaching Academy at the National Wellness Conference, Stevens Point, WI 2007.
- *How To Motivate Employees for Change*, three-hour seminar presented to over one hundred business leaders, Medina, MN 2007.
- *Health Coaching vs. "True Coaching" – Which Really Makes a Difference?* presentation given to the Washington County Worksite Health Group Stillwater, MN 2007.
- *Coaching: A Solution-Focused Approach to Patient Care*, presented to chiropractic students at Northwestern Health Sciences University, Bloomington, MN 2007.

- *Workplace Wellness*, a 12-hour continuing education course presented to doctors of chiropractic at Northwestern Health Sciences University, Bloomington, MN 2007.
- *Holiday Survival the Healthy Way*, presented to community members at Northwestern Health Sciences University, Bloomington, MN 2006.
- *Take Charge: Living with Intention*, presented to health professionals and laboratory workers for Health East, Hastings, MN 2006.
- *Beyond Resolutions: Designing an Extraordinary Year*, presented to community members at Northwestern Health Sciences University, Bloomington, MN 2006.
- *Preventing Back Pain*, presented to Association of Worksite Health Promotion professionals and various organizations, Minneapolis MN 2002.
- *Core Strength and Functional Training*, presented to worksite health promotion professionals at Park Nicollet HealthSource, St. Louis Park, MN 2002.

PUBLICATIONS

Ward, R. (Spring 2010 – anticipated publication date). *Intrinsic: The Missing Link to Creating a Culture of Well-Being and Employee Engagement*. Chapter submitted for publication in *OD in Healthcare Handbook: A Guide for Leaders*.

Ward, R. (2009). *Lifestyle makeover program: Results from a 6-month pilot program utilizing weekly Intrinsic Coaching® sessions*. Manuscript submitted for publication.

Ward, R. (2009). *Creating a culture of empowerment within organizations by increasing intrinsic capacity*. Manuscript submitted for publication.

Ward, R. (2009). *The impact of increased intrinsic capacity on worksite health promotion efforts*. Manuscript submitted for publication.

Twin Cities Business Magazine Sept. 2008
Motivating Wellness: More Carrot than Stick (interviewed and quoted as expert for article)

Finance and Commerce Spring 2008
Working Out at Work (interviewed and quoted as expert for article)

HealthyU – Your Pathway to WellnessSM (www.nwhealth.edu/healthyu)

- *Rx For Life: Gratitude* (November 2006)
- *Nurturing Your Relationships* (August 2006)
- *Personal Transformation Starts with a Powerful Goal* (June 2006)
- *What To Do When You've Hit a Weight Loss Plateau* (April 2006)
- *A Balanced Life and a Balanced World Starts with Personal Transformation* (April 2006)
- *Top 10 Dieting Tips: A Coach's Perspective* (January 2006)
- *Enjoy the Holiday Festivities and Still Fit Into Your Clothes* (December 2005)
- *Resiliency is the Key to Life Balance and Vitality* (September 2005)

Depend® Connections March 2006
Look on the Bright Side: Keeping a Positive Attitude Despite Incontinence
(interviewed and quoted as expert for article)

Totally Coached, Inc. <i>Dig Deep: The Power of Intrinsic Motivation</i>	March 2006
Mad Dogg Athletics, Inc., <i>Spinning® News</i> <i>Dig Deep: The Power of Intrinsic Motivation</i>	February 2006
RYKA Shoes <i>Nutrition Tips</i> (www.ryka.com)	March 2001

PROFESSIONAL CERTIFICATIONS

American Council on Exercise, certified Group Fitness Instructor	1995 - Present
American Council on Exercise, certified Personal Trainer	1998 - Present
Certified Health Education Specialist	2002 - Present
Mad Dogg Athletics, certified Level 3 <i>Spinning</i> Instructor	1998 - Present
Totally Coached, certified Intrinsic Coach®	2004 - Present

PROFESSIONAL MEMBERSHIPS

American College of Sports Medicine	1999 - Present
American Public Health Association	2002 - Present
International Association for Worksite Health Promotion	2008 - Present
International Coach Federation	2005 - Present
International Dance Exercise Association	1996 - Present
National Wellness Institute	2004 - Present
National Wellness Institute Coaching Academy	2005 - Present
Wellness Councils of America	2004 - Present

COMMITTEE WORK

Northland Chapter, American College of Sports Medicine – Worksite Health Promotion Group Steering Committee, Minneapolis, MN

Participate on the steering committee and chair the education sub-committee to guide worksite health promotion efforts for the Northland Region of ACSM (2008 - present).

Assurex Global Wellness Advisory Committee, Minneapolis, MN

Participate on this advisory committee with individuals from independent insurance brokerage firms throughout the country to help guide health management efforts within Assurex Global (2007 – present).

Midwest Worksite Health Promotion Conference, St. Paul, MN

Participated in the conference planning committee to plan, promote, and execute a one-day health promotion conference (2006 - 2007).

Hennepin County Worksite Advisory Council, Minneapolis, MN

Participated on this advisory council for a three year term (2004 – 2006) to help guide and advise worksite health promotion efforts in Hennepin County.

American Heart Association, Edina, MN

Participated on the Heart @ Work conference planning committee for three years (1997 – 1999) to successfully plan, promote, and execute a one-day wellness conference.

PROFESSIONAL DEVELOPMENT

Art & Science of Health Promotion Conference

- 2005, 2006, 2007, 2008, 2009
- “25 Strategies for Enhancing the Economic Return of Your Worksite Health Promotion Program” – Intensive Seminar with Larry Chapman, MPH (March 2008)

Intrinsic Coaching® Conference

- October 2007

National Wellness Conference

- 2004, 2005, 2006, 2007, 2008, 2009
- *Advanced Coaching Academy*: July 2005, 2006, 2007

Midwest Worksite Health Promotion Conference

- 2004, 2006, 2007, 2008

Totally Coached, Inc, Advanced Coaching Training

- May/June 2006, March/April 2008

WELCOA Well Workplace University

- April/May 2008

HONORS & AWARDS

Cambridge Who's Who among Executives and Professionals (2005, 2006)