

CORE CAPABILITIES

As founder and president of SeeChange, Anne Pellicciotto has provided strategic and cost-effective independent consulting services to business, government and non-profits in Metro Washington, DC and beyond for 20 years. Anne brings combined background in business/decision information sciences and organization/human development, helping clients address both the head and heart sides to optimize performance. Her core capabilities include:

- **Strategic planning and change leader** employing holistic methodologies, online tools/surveys, and SeeChange Star Model and 6 Cs of Innovation training modules to facilitate change adoption.
- **Master facilitator** with experience leading hundreds of groups – technical teams, leadership teams, departmental work teams, boards, committees, cross-sector networks and community groups.
- **Process improvement and organizational restructuring expert** leveraging experience in BPR, knowledge management to streamline operations and improve decision-making.
- **Seasoned coach** helping leaders build on strengths and develop new skills and awareness to effectively manage their teams.
- **Technical communications professional** with expertise writing grants, business plans, analytical reports, training/user guides, preparing presentations, marketing-comm materials, and online content.
- **Portfolio of diverse clients and stakeholders** across corporate, non-profit, and government sectors.
- **Cross-culturally adept** and highly proficient in **Spanish, oral and written**; basic proficiency in **Brazilian Portuguese**.

SAMPLE PROJECTS

Organizational Strategy & Change

DC Department of Small and Local Business Development (DSLBD) – Strategic Culture Change, Teambuilding and Training

Conducted an internal needs assessment and, teaming with the new director, developed a plan for organizational improvement, unification, and culture shift. Planned and conducted a series of change management and teambuilding sessions, starting with the management team, expanding to all-staff, and then focused on each functional division. Sessions included a combination of visioning, brainstorming, personal reflection, training in communication and feedback, and collaborative planning. Follow-up coaching with leaders and teams will include check-ins on progress, challenges, and steps for continued improvement.

National Peace Corps Association (NPCA) – 360 Assessment & Performance Improvement

In collaboration with the board president and ExComm, Anne worked to develop an tailored online 360 evaluation address five areas of optimal performance: Overall Organization

Performance, Community Leadership, Administration/HR, Financials/Mission Impact, and Board Management. Anne analyzed the data to pinpoint issues and opportunities, then defined a plan for board/staff joint improvement, coaching leaders on communication and implementation.

World Resources Institute – One WRI Global ECM Transformation

Teamed with top CFO and top leaders to envision, plan and implement *One WRI*, a strategic initiative aimed at streamlining processes and better leveraging staff resources in the growing, global institution. Supported all stages of the project life-cycle, including: visioning, stakeholder analysis, steering committee teambuilding, change planning, and redesign of 11 core processes, in addition to preparing RFP specifications to evaluate and select a technology provider. Facilitated smooth transition to the implementation team to ensure a successful roll-out.

LAYC Career Academy – Organizational Change Management and Leadership Coaching

Provided leadership coaching to the Executive Director during a time of significant change, including staff shifts at the top, new strategic mandates, and a physical relocation. Anne conducted an assessment, and working with the ED and interim Principal, devised an agenda and led a staff retreat aimed at improving morale and shifting culture toward one of solution-orientation, accountability and empowerment. Developed organizational improvement recommendations and coached leaders through adoption.

CoVision Corporation – Strategic Organizational Assessment and Planning

Teaming with the president of this software and services company, conducted a collaborative organizational development process to help the company refocus its vision and target market in the face of competition. Prepared/administered online staff survey; assessed data; developed retreat agenda; facilitated action-research collaborative SWOT analysis process to come to consensus on a new company vision. Codified a change management plan including new team structure, roles/responsibilities, marketing communications activities, and action plan/timeline for rollout. Coached the president and team leads in plan follow-through.

National Peace Corps Association (NPCA) - Strategic Planning

In collaboration with the new President, led a strategic change effort to engage board and top leaders in re-envisioning an association dedicated to: *connecting and championing the Peace Corps community in bringing the world home and having an ongoing impact in the world*. Conducted board and staff survey to gather information on strengths, weaknesses, opportunities and threats; analyzed past plans and member survey data; prepared and facilitated all-hands teambuilding/planning session; coached President and top team to formalize and realize the plan.

World Resources Institute (WRI)/Institutions & Governance Program – Participative Strategic Assessment & Action Planning

Teamed with the Program Director to develop a program plan for the coming year. Developed SWOT analysis of the program, via interviews and surveys, then devised a 2-day retreat with the 15-person team. Key issues on the agenda included: IGP Vision, Talent Mapping Exercise, Country Expansion Strategy, Cross-Program Synergies, Communicating our Value, and Fundraising. The result of the workshop included an action plan and assignment of roles and

responsibilities, as well as organizational assessment and debriefing with the program leader and his core leadership team, and ongoing leadership coaching.

The World Bank, Information Services Group – Global Internet Change Management

Provided change management consulting to support roll-out of a new Bank-wide Internet Services Program (ISP) aimed at centrally managing Bank content and standardizing the look/feel of all internal and external Bank websites. Stakeholders included tens of thousands of users from internal operations teams, country offices, clients and partners. Planned and conducted a series of workshops to align on the ISP vision; conducted stakeholder analysis and defined a messaging strategy for each group; prepared/conducted vision briefings to gain feedback and buy-in; and developed a communication plan the 2-year roll-out life cycle to build support for the new system.

Conservation International (CI) Brazil - Country-Office Assessment and Change Training

Conducted a high-level assessment of the Brazil division's impending organizational change, then adapted the SeeChange Change Training modules to target the needs of the 15 country-wide managers, focused on: leadership styles, conflict resolution, participative leadership, leading change, and empowerment and accountability. Facilitated a 3-day workshop, prepared and presented a follow-up assessment report to division heads, and provided coaching/guidance in prioritizing follow-up actions for sustainable change.

The World Bank, Africa Region - Biomass Energy Network Facilitation

Consulted to a network team of biomass energy experts to collaboratively develop a strategy for the Biomass Energy program and articulate an RFP to invite vendors/alliances to participate. Devised a series of workshops to engage a broad group of private sector, foundation, NGO and bi-lateral players in the biomass energy field in defining the needs, opportunities and challenges in Africa and committing to a long-term collaborative relationship to advance the cause. Based on the information gathered from the consortium, assisted in preparing key elements of the BEIA plan and RFP, as well as review of proposals for the award of several million dollars in grants for the coming year.

Conservation International (CI), US Headquarters –Project Management & Leadership Effectiveness Training

Teaming with the director of HR/OD and key field program managers, conducted an assessment of project management needs and tailored the SeeChange participative project management training modules to fit the needs. Prepared and facilitated 3-day training to emerging leaders, focused on the core competencies of active communication, collaboration, strategic thinking, proactive planning, and managing change plus the 4-stage project management process. Included case studies, role plays, participative exercises, and creation of personal plans for more sustainable projects.

Small Business Planning, Training & Coaching

District Bridges, IGNITE Training Program Development, Delivery, Coaching

Combining forces with the Executive Director of this community empowerment non-profit, Anne piloted the SeeChange IGNITE program with a cohort of six local business owners in the Columbia Heights and Mount Pleasant neighborhoods. She provided community outreach, recruiting and vetting of candidates, and lead execution of the 3-month program, including: business planning training workshop; monthly one-on-one coaching sessions; coordination of support consultants; monthly group progress and skill-building sessions; and post-program evaluation. Ongoing coaching/consulting work with selected business owners continues.

Small Business Technical Assistance Program (SBTA) Trainer, Coach (2016-17)

Teaming with the Greater Washington Hispanic Chamber of Commerce (GWHCC), via a grant from the DC Department of Housing and Community Development, Anne assisted 8 small, locally-owned businesses in envisioning, planning for, and implementing growth and expansion programs. The businesses included: restaurant/cafe, retail second-hand store, health/spa services, on-line clothing retail, food truck business, and professional photography services. Technical services included: needs assessments, business plan development, market and financial analysis, and internal management/leadership guidance. Anne continues to provide one-on-one coaching to these businesses to support their ongoing success and sustainability.

Peace Corps Mexico/SEMARNAT – Sustainable Microenterprise Development

Program leader responsible for securing USAID funding and leveraging Mexican EPA ecosystem services investments to cultivate and co-create sustainable community micro-enterprises. Activities included: preparing/facilitating planning sessions to define group's vision, internal bylaws, organizational structure, values, profit-sharing plan, and roles/responsibilities, as well as business management training. Conducted market research, outreach, sales planning and joint execution, engaging key stakeholders in local, state and federal government agencies, NGOs and universities. As a result, two new businesses were constituted, and sales initiated with the first complete crop of 20,000 trees, with distribution of proceeds to each partner and reinvestment of 15% into ongoing operations of the business.

The Well, LLC – Business Start-up Planning, Marketing, Coaching

Supporting the founder/owner of this new local start-up health and wellness center in all aspects of business planning and management. Focused on both the recruiting and management of a staff of practitioners, as well as targeted outreach/marketing to clients. Providing ongoing coaching and guidance to support the sustainability, growth and wellbeing of the leader and her enterprise.

EDUCATION/TRAINING

M.S., Organization Development/School of Public Policy

American University/NTL Institute, Washington, DC, 2001

B.S., cum laude, Business Management (Decision and Information Sciences)

University of Maryland, College Park, 1986

FAST Facilitator Certificate Program, 1993

Portuguese Language Levels 4 and 5, Brazilian American Cultural Institute, Washington, DC, 2006-7

Peace Corps Training – Cultural Immersion and Advanced Spanish, Queretaro, Mexico, 2010-12

PAST WORK EXPERIENCE

Peace Corps Mexico/SEMARNAT, Sustainable Micro-business Development Specialist (2010-12)

Infodata Systems, Inc., Program Manager, Corporate Solutions (1998-99)

CGI (formerly American Management Systems, Inc.), Principal, Management Systems & Technology Division, Imaging/Workflow Systems (1997-98)

Intelus Corporation, Senior Analyst/Project Manager, Workflow Systems Division, Financial Markets (Jan 1994 – Nov 1996)

American Management Systems, Inc., Civilian Agencies Systems Group, Project Manager/Systems Analyst (1987-1994)

SPECIAL PROJECTS/COMMUNITY INITIATIVES

University of Maryland, Smith School of Business, Invited Professor, Social Innovation Fellows Program, Spring 2018

Capital Mentor Network, Social Entrepreneur Coach & Business Plan Evaluator

Universidad Polytechnica de San Luis Potosi (UPSLP), Invited Professor, Industrial Engineering Program, Human and Organization Development

Greater Washington Hispanic Chamber of Commerce, Workshop Leader, Small Business Development Program

Chesapeake Bay OD Network, Board Facilitator and International SIG Leader