

### **BIO: Barbara Strandell**

Barbara Strandell helps organizations' leaders solve workplace problems. Integral to these engagements is teaching managers how to manage, employees how to overcome workplace issues, and leaders how to think and act strategically.

Combining her skill in organizational development and extensive business management experience, Strandell has become a popular value-added facilitator for transforming organizations large and small, public and private. She is a former business executive of two Fortune 500 companies and an instructor at the Public Management Academy, Inver Hills Community College. Ms. Strandell delivers seminars and speeches on workplace issues including: work-life balance, leadership, performance management, communication, team building, conflict, change, and respect/civility at work.

Ms. Strandell has an impeccable track record as an effective management coach and organizational development and staffing assessment authority. She has helped many leaders understand and resolve morale and accountability challenges.

Recently, her newly created cohort-based management team leadership program, Project L.E.A.D.© has had raves reviews from clients.

Her 15-year corporate career includes front-line management and executive positions in operations, marketing, sales, product management, small business development and strategy. She worked for The Service Bureau Company (IBM) in Philadelphia, Commercial Credit Company in Baltimore and Control Data Corporation of Minneapolis.

She has served on several non-profit Boards of Directors. At this time she is a member of the executive committee for The Main Street Project in Northfield, MN. She currently is the president and owner of two companies: What Works Inc. and Byron's Collection Inc.

Her clients have included: League of Minnesota Cities, Annunciation School (Minneapolis), Senior Community Services, Carver County, Scott County, Minnesota Library Association, St. Thomas University, The Burlington Northern, MN Nurses Association, Riverwood International, Cargill, St. Paul Libraries, City of Le Sueur, City of Oakdale, IBM, MN Department of Corrections, City of Maplewood, 3M, AFSCME, Blue Cross Animal Hospital, Hopkins Police Department, City of Plymouth, City of Inver Grove Heights, Burnsville Fire Department, City of Crystal.

Ms. Strandell holds an MBA in Management from the University of South Dakota and a BA in Psychology from South Dakota State University.

To: Michelle R. Mahowald  
Communications and Human Resources Director  
City of Northfield, MN

14 March 2018

From: Barbara K. Strandell  
What Works, Inc.

Re: Executive Coach/Facilitator Estimate

Michelle,

Per our discussion on the phone, below is my response to your project elements. I would anticipate a travel expense charge of mileage for travel between Northfield and Saint Paul. Also, I would be available for further consultation or coaching as requested by you or Council.

**Estimated time for Performance Review:**

Prep and meetings facilitation estimate: 5.0 hours

Hourly Fee: \$185.00

Travel Time: Standard Mileage Rates

| <b>Northfield Project Elements</b>   | <b>Response/Estimate</b>                   |
|--|--|
| • Review completed materials related to the City Administrator's 360 annual performance review:  |  |
| o City Administrator Martig's 2017 performance review  | 2.0 hours                                  |
| o 2018 self-review   |  |
| o 2018 City Council evaluations  |  |
| o Other evaluations depending on the performance review cycle (Department Coordinator Team, Community Peers).                                  | Unknown – as needed<br>(\$185.00 per hour) |
| • In person, meet with City Council to go over the review with City Council, discuss compensation.   | 1.5 hours                                  |
| • Invite City Administrator Martig to join City Council for goal setting discussion.   | 1.5 hour                                   |
| • Will the Consultant provide coaching/recommendations to the City Administrator about the feedback received by the City Council upon request? | Yes<br>(\$185.00 per hour)                 |

Also, attached please find a brief BIO.

By the way, I have recently completed revamping the Burnsville City Manager Performance Review tool and process, and will be facilitating that process/delivery this spring.

Thank you for your consideration.

Barbara Strandell