

Leonard J. Watson  
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### **Areas of Interest**

Teaching: Management and leadership, strategic planning, human resource management, organizational behavior, principles of marketing, principles of economics, applied statistics, principles of finance  
Related Services: Professional development programs; cooperative learning programs with community; organizational management consultation; accreditation self evaluation; development of transfer credit articulation agreements between community colleges and four-year institutions.  
Research: Qualitative study of organizational learning and productivity; technology applications in organizational learning; just-in-time learning resources.

### **Educational Background**

#### Academic

University of Delaware, Leadership, Administration and Policy, Ed.D.  
University of Delaware, Curriculum Development, M.Ed.  
University of Connecticut, English, B.A.  
Ithaca College, Communications courses

#### Professional Studies and Designations

Insurance Institute of America, Associate in Claims, AIC  
Society of Certified Insurance Counselors, CIC  
American Institute for Chartered Property Casualty Underwriters, CPCU  
National Alliance for Professional Education, Society of Certified Risk Managers, CRM

### **Professional Experience**

Georgia Southern University, College of Business Administration,  
part-time temporary lecturer in statistics, Dept. of LSCM: 2014-present; Dept. MGNT 2012-2014;  
Dept. of F&QA: 2007 to 2012

- Teach BUSA 3131 Business Statistics to undergraduates
- Prepare course and interact with students to facilitate their learning
- Consider options for offering the course on-line
- Present statistics concepts with Excel in computer lab classroom environment

Palm Beach Atlantic University, associate professor, June 2002 – December 2005

- Design and teach undergraduate and graduate online and in classroom courses in budget and analysis, finance, research methods, human resource management, technology applications in business, and facilitating organizational change.
- Develop new courses in management, research process and finance topics
- Design and implement curriculum for accelerated five week course format
- Advise graduate and undergraduate students
- Guide development of graduate level research projects; serve on thesis committees
- Serve on and interact with faculty curriculum and student selection committees
- Continue service and research production
- Facilitate on ground and online learning

Mars Hill College, assistant professor, August 2000 - May 2002

- Design and teach management, statistics, and marketing courses for traditional, resident, liberal arts students
- Develop courses for Internet facilitated delivery
- Design curriculum for adult degree program emphasizing professional competencies
- Evaluate, train, and coordinate part-time faculty
- Design and structure educational programs to improve student capabilities
- Participate in curriculum design and college marketing planning committees
- Continue service and research production for earning tenure and rank

Insurance Institute of America/American Institute for CPCU, director of curriculum, 1995 - August 2000

- Develop and supervise production of professional education distance learning texts for graduate and baccalaureate levels (technology applications, management, operations, human resources, international risk management and other current management issues)
- Create study aids using traditional print media and technology
- Design, implement, and refine student and curriculum assessment tools
- Serve as program director for management education in operations, contract and regulatory law, technology utilization, management theory, human resources, international and domestic risk analysis
- Perform needs assessment for students, instructors, and business leaders

Phoenix Resource Systems, Inc., president, 1996 - present (part-time) Educational Consulting

- Conduct organizational analysis and structure change management
- Design and direct college accreditation self- studies
- Design and implement educational programs to match student needs
- Assess organizational performance and competency
- Provide consulting services for organizational development, training, and education
- Evaluate learning needs of professional community
- Provide curriculum guidance for Society of Certified Risk Managers

Certified Risk Managers, International, member of national faculty, 1996 - present (part-time)

- Teach professional development seminars in risk management, accounting, and finance topics
- Design and implement curriculum for professional seminar presentations

University of Phoenix, Philadelphia, adjunct professor, 1999 - June 2000 (part-time)

- Teach evening division adult management, decision theory, and organizational behavior classes
- Develop doctoral level distance learning courses

Previous professional experience as senior manager for both international and domestic financial and insurance organizations. Details available on request.

**Publications**

"Need for Risk Management Continuing Education". Risk Management, July 2004.

"Productive Institutional Use of Graduate Research Classes in the Performance of Program Self-assessment". (chapter submitted for publication in collection of research to be published by Palm Beach Atlantic University.)

As editor and contributing author, *The Global Environment of Insurance*. (Philadelphia, PA, Irwin/McGraw-Hill, 1999)

As editor, *Management for Service Operations*. (Philadelphia, PA, Irwin/McGraw-Hill, 1999)

*CPCU 7, Management, Course Guide*. (Malvern PA: American Institute for CPCU, 1999)

*GEI 203, Course Guide*. (Malvern, PA: Insurance Institute of America, 1999)

*Managing Information Resources for Insurance*. (Malvern, PA: Insurance Institute of America, 1998)

*Personal Insurance: Services and Management*. (Malvern, PA: Insurance Institute of America, 1997)

With Claude M. Lilly, *Personal Insurance: Issues*. (Malvern, PA: Insurance Institute of America, 1997)

"How Will Consumers Buy Insurance". Professional Agent, August 1997, v. 66. No. 8

*Global Environment of Insurance*, electronic study aid for personal computer, AICPCU, 1999

**Doctoral Executive Position Paper Topic**

"The Impact of Learning on Human Productivity in Non-Educational Settings, in Service Organizations" (1999). Study examined employee learning processes of error recognition and knowledge construction in the property and casualty insurance environment, based on research begun by Dr. Christopher Argyris. The study revealed the importance of collaborative learning at the operational levels and effect of this learning on achieving organizational objectives. Of particular interest was the relatively limited involvement by management in the collection and sharing of new knowledge gained and the relatively limited use of technology to distribute new knowledge within organizations. This suggests substantial opportunities for increased productivity and more efficient collection and distribution of organizational knowledge may be possible with greater management involvement as facilitators of technology utilization for learning purposes.

**Masters Thesis Topic**

"A Study of the Role of Voice in Achieving Credible Written Discourse for Basic Writers," 1995. Study examined the importance for students of acquiring adequate understanding of and facility with academic discourse. Detailed literature review and active research among non-white and non-native English speaking community college students revealed that many with adequate conversational skills could not comprehend or produce written academic discourse. By naming the impediment to learning and working to develop appropriate discourse skills, students gain a voice in the academic community and discover their previously unrecognized learning ability. Parallels may be drawn between this impediment to academic performance and difficulties experienced by knowledge workers who lack awareness of and skill in using business discourse.

**Professional Organizations**

Society of Certified Insurance Counselors

Society of Certified Risk Managers

**Other Instructional Experience**

Seminar Topics in Professional Education Presented

Risk management

Effective communication

Organizational behavior and productivity

Managing learning processes