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**LAURIE DURNELL**, director of consulting and senior consultant, has worked in organizational consulting, team development and management since 1993. A seasoned graphic facilitator and trainer, she has designed and delivered numerous programs incorporating Grove Storymaps™ and experience-based training for corporations and public-benefit organizations.

## **BACKGROUND**

Prior to joining The Grove Consultants, Laurie was managing partner of Toland Associates, a management-consulting firm focused on strategy development.

Laurie has successfully managed many rapidly changing organizations. As executive director of Pro-Action Associates, a leading experience-based training company specializing in team development, she designed and delivered training programs for a variety of high-performance executive, cross-functional, self-managed, and project teams.

## **CLIENT WORK**

- **GE Medical Systems:** Laurie facilitated culture-development sessions with a newly merged senior management team. The objectives of the sessions included:
  1. agreeing on the major elements of a corporate culture for the merged enterprise;
  2. identifying how this target culture could be conveyed to the organization at large;
  3. identifying key initiatives that could begin to seed the target culture during the merger process; and
  4. identifying a process for stewarding the evolution of the target culture.
- **California State Automobile Association:** Laurie led six strategic-initiative teams in an insurance company in developing six Storymaps to illustrate the case for change, vision, and roadmapping for ERP implementation, culture change, the sales organization, distribution strategy, new product rollout and branding.

- **Staubach Company and Jones Lang LaSalle:** In 2006, two large, global companies agreed to market their services and serve clients as if they were one organization. But implementation moved slowly. To move the partnership forward, a meeting was scheduled with seventy senior leaders. The team planning the gathering realized that, in order to cross the barriers that existed between the two organizations, participants had to engage in deep conversation. Team members chose a bold design that combined graphic facilitation, computer-assisted fast-feedback technology, World Café principles, and Grove Storymapping™. This combination of tools prompted breakthrough conversation and ultimately a commitment to invest time and resources to resolving key issues.

## **EDUCATION**

Laurie holds an M.B.A. from Simmons Graduate School of Management, where she studied organizational-behavior and received awards in marketing and management. She earned a B.S. in conservation of natural resources from the University of California, Berkeley.

## **PERSONAL**

When she isn't facilitating, Laurie thrives on bird-watching, sea kayaking, coaching soccer, and gardening with native and edible plants.