



## Don Nielsen, Ph.D.

### Senior Consultant

For more than 15 years, Don Nielsen, Senior Consultant, has been dedicated to behavior-based implementation strategies resulting in long-term organizational change. As a behavior analyst, he has assisted companies in designing systems that maximize organizational and performance changes. Don works with clients from a variety of business sectors including Health Care, Petroleum, Manufacturing, Banking, Chemical Manufacturing, and Agricultural Manufacturing. In addition, Don brings a true business perspective from his 20 years of management experience in both public and private settings. At ADI, as in his prior employment, he works as a safety solutions expert as well as a broadly skilled behavior analyst to address issues related to culture and its impact on safety in such areas as leadership, production, quality, and service.

Samples of Don's consulting engagements include:

- Designed and implemented an organization-wide employee safety system in a health care organization.
- Facilitated a leadership team through a total safety system incorporating positive reinforcement coaching in a multi-facility international manufacturing company.
- Implemented a leadership development and culture change initiative in a large international food production company. This engagement produced sustained changes in leadership and frontline morale as well as improvements in production and safety efforts.
- Facilitated a company-wide culture change initiative that resulted in an improvement in cooperation between leadership and frontline workers. Ultimately this change in culture was viewed as playing a significant role in the increased production and safety practices that followed.
- Worked side-by-side with internal partners in a corporate-wide rollout of a accountability process across levels and regions by coaching them in real time to implement a consistent vision and application. The work had desired business impact while increasing cooperation and understanding across teams and targeted sales.

Don received both a Ph.D. in Applied Behavior Analysis and a M.A. in Industrial/Organizational Psychology from Western Michigan University. He also holds a graduate degree in Counseling Psychology. Don has presented behavior change lectures at national and international conferences and has been published in a variety of peer-reviewed professional journals. His years in management give him a true appreciation for the demands managers and executives face as well as real experience in applying behavioral science to improve business outcomes.

Don has experience working both with frontline employees, helping them make meaningful changes in how they work, and with managers and executives, helping them with real-time coaching of direct reports. His background in clinical psychology enables him to connect quickly with clients, help them assess skills and opportunities, and then work toward meaningful improvement.