

Joint Virtual PMI/ACMP Collaborative Workshop hosted by



## ELEVATE YOUR PROJECT MANAGEMENT AND CHANGE MANAGEMENT SKILLS

May 17, 2025 from 9:00 a.m. - 3:00 p.m.

**A VIRTUAL EVENT – UP TO 6 PDU'S FOR ONLY \$99!**

*~Florida ACMP and PMI Chapter Members pay only \$74!~*

**Transform Your Professional Toolkit Without Leaving Your Desk!**

Ten distinguished Project Managers and Change Management professionals will deliver virtual 1-hour training/workshop sessions specifically tailored to our growing professional communities.

### What you'll gain from this event:

- Expert-led sessions from industry leaders
- Practical, implementable change management strategies
- Networking opportunities with local professionals
- 1 Professional Development Unit (PDU) for each session you attend
- Flexibility of schedule- choose your session as your schedule permits (*Come and go as you please!*)



**Keynote Speaker:**

**Dana Brooks**

Shareholder

*Fasig Brooks Law Offices*

**Have questions? Contact:**

Joanne Gallagher

VP State of Florida ACMP

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Frank Pugh

President PMI TLH

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**Secure Your Spot  
Today!  
Visit [PMITLH.org](https://PMITLH.org) to  
register.**

ACMP Florida Chapter members use coupon code **ACMP** at checkout and pay \$74.

**Keynote Speaker**  
**9:00 a.m. – 10:00 a.m.**



**Dana Brooks**  
**Shareholder**  
***Fasig Brooks Law***  
***Offices***

**Presentation: Lessons in Leadership: What not to do.**

This eye-opening session rips away the polished veneer of traditional leadership training to expose the painful mistakes that can derail even the most promising executives. Forget the tired success stories—we're diving into the real deal – the business mistakes that offer far more valuable lessons. Dana will provide her insights into how seemingly minor missteps can snowball into catastrophic outcomes.

Walk away armed with practical strategies to spot and sidestep the hidden traps waiting to ensnare unsuspecting leaders. This no-holds-barred look at leadership blunders delivers actionable insights you can implement immediately to avoid becoming the next cautionary tale in your organization. Don't miss this brutally honest, career-saving presentation that will transform your leadership approach into success by showing you exactly what NOT to do.

**Biography:**

Dana Brooks, a distinguished attorney, brings a wealth of experience and versatility to the legal arena. Graduating cum laude from Florida State University with a Bachelor of Science in Social Work and later earning her law degree magna cum laude, Dana's journey showcases a commitment to excellence.

Sworn in as an attorney and named partner of a revered plaintiff's law firm on the same day, Dana's legal acumen is underscored by membership in The Florida Bar, Tallahassee Women Lawyers, and the Tallahassee Bar Association. Beyond the courtroom, she is a Charter Member of the Democratic Women's Club of Leon County and a former Trustee of the Florida Democratic Party.

Her many accolades include induction into the Tallahassee Community College Alumni & Friends Hall of Fame and the Distinguished Young Alumni Award from the FSU College of Social Work. Dana's dedication extends to community service, where she has served on the boards of 2-1-1 Big Bend and America's Second Harvest of the Big Bend, coached the FSU Law School's Mock Trial Team, and facilitated extensive volunteer efforts.

A recognized legal expert, Dana has received prestigious awards, including being named in the Top 100 Trial Lawyers and Florida Legal Elite. She has hosted "Come Back Stronger," a television program featuring inspiring stories, and "Law Call," a weekly legal topics call-in program. Dana's commitment to pro bono work, including "Ask A Lawyer" workshops and pro bono family law cases, reflects her passion for justice and community welfare.

Helping people thrive in spite of their challenges has given Dana a unique perspective when advocating for her injured clients. Her experience in social work strengthened her desire to help at-risk persons and those most in need of an effective legal advocate. She has represented people of all ages and walks of life, and her clients know that she will give them the best and fastest resolution possible.

**Session 1**  
**10:00 a.m. – 11:00 a.m.**



**Deidra Jones**  
Project Management  
Engineering  
Specialist  
*Florida Dept of  
Transportation*

**Presentation: Leadership for Project Managers: Embracing a New Mindset of Ownership Over Orders**

Project success depends on more than timelines and task lists — it hinges on how we lead. This session invites project managers to shift from a traditional “command-and-control” mindset to one rooted in trust, empowerment, and ownership. We’ll explore how project managers can foster autonomy, accountability, and engagement by leading with purpose and creating environments where everyone feels responsible for success.

In this session, attendees will learn:

- Why ownership drives better outcomes than orders
- How to apply intent-based leadership in real project scenarios
- Techniques for building a culture of trust and distributed decision-making
- How to influence and empower without formal authority

**Biography:**

Deidra Lynn Jones serves as the Vice President of Administration for the PMI Tallahassee Chapter (PMITLH), where she is responsible for maintaining the records of all business meetings for both the PMITLH Chapter and the Board of Directors. Deidra is a 1996 graduate of Florida A&M University, where she earned a Bachelor of Science degree in Public Relations. She completed her [Master’s degree in Information Technology](#) (MSIT) at Florida State University in 2023. Currently, she is pursuing a Master’s in Transportation Management and an Engineering Project Management Certificate from the University of Florida.

With over 18 years of experience in project management, leadership, and communications, Deidra specializes in developing frameworks, tools, processes, templates, and best practices to support successful IT and cross-functional projects. She is a highly motivated executive leader, focused on delivering impactful training and leadership in these areas.



**Kyndra Light**  
Executive Lead,  
Center of Excellence  
*Tallahassee State  
College*

**Presentation: Catalysts for Community Transformation: Cross-Sector Innovation as a Strategic Change Tool**

Industry professionals are increasingly expected to solve complex, community-centered challenges—often with constrained resources and within rigid systems. This session presents a new paradigm: leveraging cross-sector innovation as a powerful change management tool to drive transformational outcomes across public institutions and the communities they serve.

Kyndra Light will offer real-world insights, tested frameworks, and an inspiring call to action for shifting from reactive service delivery to proactive, systems-level change.

Participants will walk away with:

- Actionable models for developing high-impact partnerships across sectors
- Strategies to align community needs with organizational missions and measurable goals
- Lessons from initiatives like Florida’s first 3D printed home—a case study in collaborative innovation solving housing needs
- Approaches for building buy-in, managing resistance, and sustaining momentum in large-scale or cross-agency transformation

**Biography:**

Kyndra Light is a strategic change leader dedicated to addressing complex challenges through cross-sector collaboration. As Executive Lead of the Center of Excellence at Tallahassee State College, she cultivates transformative partnerships across government, private industry, and nonprofit sectors—helping align missions and strategies to unlock meaningful outcomes for communities across the Big Bend region and beyond.

Her leadership spans public, private, and nonprofit sectors, with a focus on designing scalable solutions for complex, community-based challenges. Kyndra is recognized as a systems thinker who helps turn big ideas into practical strategies that drive real public impact.

## Session 2

11:00 a.m. – 12:00 p.m.



**David Davis**  
Manager, Product  
Management  
*HCA Healthcare*

### **Presentation: Managing Technology in Healthcare from the Front Lines**

This presentation explores the complexities of managing technology projects within healthcare environments, where patient care, regulatory demands, and legacy systems converge. Drawing from real-world experience in hospital construction, acquisitions, and clinical application deployments, it highlights proven project management practices tailored for healthcare. Attendees will gain practical insights from a seasoned IT manager who has led diverse healthcare IT initiatives with a focus on stakeholder engagement, risk mitigation, and successful technology integration.

#### **What the Audience Will Learn:**

Participants will learn effective strategies for managing high-stakes healthcare IT projects, including best practices for communication, change management, and vendor coordination. They will also discover how to anticipate common challenges and implement solutions that prioritize clinical workflows and regulatory compliance.

#### **Biography:**

David Davis has been an active member of the PMI Tallahassee chapter since 2009, holding various leadership positions, including VP Communications, First VP, President, and Past President, and currently serves on the Tech Committee as the chapter's webmaster. He is an accomplished project management professional with broad experience across project management, system administration, and software development. Davis has successfully led complex initiatives across multiple industries, including healthcare IT, transportation, law enforcement, finance, and insurance, focusing on team management, application development, and infrastructure management and deployment. He holds a Bachelor of Science in Computer Science and certifications as a Project Management Professional (PMP) and Certified Scrum Master (CSM).



**Shelly Blakeman**  
Principal – Change  
Management  
*Delta Dental Ins.*

### **Presentation: GSD (Getting Stuff Done) through Agility**

Join us for an exclusive workshop where you'll discover the essence of organizational and business agility and its vital importance in today's rapidly evolving marketplace. This session explores why agility has become a non-negotiable element for success in our competitive global economy. You'll learn the three essential leadership traits needed to effectively guide organizations through change and foster a culture that embraces agility. Our practical "Giddy Up!" framework provides five actionable steps to build agility within your organization. Designed specifically for ACMP and SHRM members seeking to enhance their leadership capabilities, this workshop delivers our special "Agility" recipe for driving organizational success through adaptability and responsiveness. Don't miss this opportunity to transform your leadership approach and equip yourself with the tools needed to thrive in dynamic environments!

#### **Biography:**

Ms. Blakeman is a curious, strategic, thought leader passionate about developing human capital as the basis for sustainable profitable growth. Shelly's extremely unique life experiences allow her to blend the power of efficient and effective process enabled by technology to unleash the power of people.

Ms. Blakeman holds a Master of Science in Organizational Leadership (MSOL), a Bachelor of Science in Computer Information Management (Magna Cum Laude), and a certificate in Telecommunications Management. She has also earned certifications from the Association of Change Management Professionals (ACMP) and Prosci in change management - Six Sigma Master Black Belt certification from Ford Motor Company & Agile Scrum Master from the Agile Alliance.

She serves as an active Member at Large on ACMP Colorado Chapter Board of Directors as well as two Industry Advisory Boards.

**Session 3**  
**12:00 p.m. – 1:00 p.m.**



**Divina Lade**  
Geospatial Planning  
Manager and  
Resilience Officer  
Apalachee Regional  
Planning Council

**Presentation: Project Management in Urban and Regional Planning: Tailoring Success — Applying PMI Frameworks to Dynamic Planning Challenges**

Urban and regional planning projects often involve multiple teams, shifting priorities, and complex stakeholder needs. This presentation will explore how project management frameworks can be tailored to improve clarity, accountability, and task management in dynamic planning environments. Through real-world examples, the session will demonstrate how flexible project management approaches—paired with practical tools—can enhance project execution, communication, and outcomes in urban and regional planning.

**Attendees Will Learn To:**

- Understand the role of tailoring PMI's project management processes to meet the unique needs of planning projects
- Apply RACI charts to define roles and responsibilities across complex project teams
- Leverage Survey123 as a task management and stakeholder engagement tool
- Integrate project management tools such as WBS and Gantt Charts alongside RACI and Survey123 to better organize planning projects

**Biography:**

Divina is a Geospatial Planning Manager and Resilience Officer at the Apalachee Regional Planning Council. In this capacity, she leads regional resilience initiatives, utilizing advanced technologies such as Geospatial Information Systems (GIS) and drone applications to develop innovative, data-driven solutions.

As Vice President of Volunteers for PMI Tallahassee, Divina is dedicated to fostering a vibrant volunteer community. She works to ensure chapter initiatives are aligned with PMI's global goals, promoting collaboration, engagement, and volunteer-driven impact. Her leadership encourages members to contribute their skills toward creating meaningful change within the profession and the community.



**Sue Ebbers**  
CEO  
*Change by Design*

**Presentation: A Peek Behind the Curtain of Successful Organizational Change**

We are all aware of ADKAR, Kotter's Theory, and other change management models, as well as how each is used to achieve organizational change. For these models to be established a number of pre-existing theories and models about change were identified and well-researched. In this training, you will learn about some of these theories of change and how you can use them to augment your change management toolkit for greater precision and success.

**In this event, you will learn to:**

- Describe the ten processes of change within the Transtheoretical Model of Change and how to apply them in organizational change
- State the three behavior change recommendations identified in Ajzen's Theory of Planned Behavior
- Utilize the tenets of Bandura's Social Learning Theory and Self-Efficacy Theories

**Biography:**

An expert in the field of performance improvement for over 27 years, Dr. Sue Ebbers has worked with clients in Fortune 500 and other companies, federal and state government entities, and international, national, and regional associations and nonprofits. She is also the owner of Change by Design, a virtual management consulting company. Established over 17 years ago, the Change by Design team of expert consultants deliver services and products such as strategic problem-solving, certification and licensure solutions, customized training of all kinds, needs assessment and analysis, process improvement, organizational redesign, change management, policy analysis and evaluation. Sectors served include transportation, law enforcement and fire, insurance, industrial trades, telecommunications, banking, manufacturing, education, energy, pharmaceuticals, electronic commerce, public safety and health, behavioral health, child welfare/ prevention/social services, and academia.

**Session 4**  
**1:00 p.m. – 2:00 p.m.**



**Daniella Cross-Wilkins**  
Change Management  
Supervisor  
Florida Dept of  
Transportation

**Presentation: Bingo Boards & Boss Moves**

In this dynamic session, participants will learn a powerful and practical strategy for setting, tracking, and executing their personal and professional goals with clarity and momentum. Using a custom "Bingo Board" framework, attendees will discover how to prioritize high-impact moves, celebrate small wins, and sustain motivation over 12 focused weeks. This method bridges strategy and action, bringing goal-setting to life in a way that's tangible, empowering, and energizing.

**What Attendees Will Learn:**

How to design a customized "Bingo Board" action plan, align their goals with strategic project principles, and leverage momentum to build sustainable success. They will leave with practical tools to transform overwhelming goals into clear, achievable action steps, and a renewed sense of ownership over their professional development journey. The session will also highlight how strategic micro-wins drive long-term career advancement and project outcomes.

**Biography:**

Daniella Cross-Wilkins is a strategist, change-maker, and creative powerhouse with over 15 years of experience transforming government, business, and people. As a certified Project Management Professional (PMP) and Organizational Change Management expert, she teaches leaders and teams how to plan, influence, and execute with real impact. Known for her authentic, high-energy leadership style, Daniella brings radical practicality and no-fluff coaching to every project she leads. She is the creator of Bingo Boards & Boss Moves™, a hands-on framework that turns strategic goals into bold execution through visual tools and AI-powered planning. Whether mapping change strategies or mentoring professionals through pivots, Daniella's work helps people make winning moves—and make them count.



**Gray McDowell**  
Consulting Manager  
Capgemini Invent

**Presentation: Building Resilience: Project Management for Climate Adaptation in Coastal Florida**

Florida's iconic coastlines, vibrant communities, and thriving ecosystems are facing unprecedented challenges from rising sea levels, intensifying storms, and the growing impacts of climate change. In this session, you'll discover practical strategies for managing infrastructure, ecosystem restoration, and community development projects in the face of escalating environmental challenges. We'll delve into the crucial role of change management in fostering stakeholder buy-in, building trust, and driving collaborative action. You'll learn how to effectively communicate complex scientific information, address concerns, and mobilize communities towards a shared vision of resilience. You'll leave this session equipped with actionable strategies, practical tools, and a renewed sense of purpose.

**Biography:**

Gray McDowell is a highly accomplished and results-driven consulting leader with 15+ years of experience in organizational transformation, change management, talent development, and strategic consulting. Currently serving as a Consulting Manager at Capgemini Invent, Gray specializes in accelerating program delivery and driving impactful organizational change for clients across diverse industries. His expertise encompasses strategic consulting, change management leadership, organizational transformation, and project management.

Gray holds a Masters in Human Resources and Employment Relations from Penn State University and is a certified Prosci® Change Practitioner, a Certified Change Management Professional™ (CCMP™), a Professional in Human Resources® (PHR®), and an Enterprise Design Thinking Co-Creator."

**Session 5**  
**2:00 p.m. – 3:00 p.m.**



**Frank Pugh**  
Project Manager  
*National High  
Magnetic Field  
Laboratory*

**Presentation: One Leaders Toolbox: Lightweight Projects Artifacts**

In this presentation, the speaker will walk the audience through a real-world scenario where a project manager went to lead a project before the organization was prepared to support the effort. In this talk, the speaker will show that the initial use of simple tools can help to identify what is important, and in doing so, provide a baseline for comparison to the existing project state as embedded in the existing project management plans, documentation and registers. These simple tools can help the new project manager get oriented and often will provide insight that the team has not seen.

The audience will learn how to use:

- RACI Matrices to explore coverage of necessary duties
- Swim lanes to map workflow and process hand-offs
- The IRAAD - a workbook that tracks core project registers.
- The audience will learn how these lightweight artifacts for fixing issues not revealed by larger enterprise tools

**Biography:**

Frank Pugh is the current Chapter President for the PMI Tallahassee Chapter. He has 32 years of experience in Computer Science and Information Technology, 28 of which have been in management. He is currently a Project Manager at the National High Magnetic Field Laboratory and has experience in the healthcare data management industry. Frank has a Master of Science Degree in Physics, a PMP Certification and technical certifications in database and systems technologies.