

Anita M. Pugh

Expertise:

- Determining the behavior changes necessary to achieve the results desired
- Creating and presenting fun, interactive training workshops that are integrated into an overall strategy for expanding individual thinking, leading to changed behavior and positive results
- Building strong leadership and communication skills
- Guiding people through life's changes
- Coaching for positive results
- Writing interactive training programs for skill development in sales, customer service, change management, conflict management, communication, leadership and management, interviewing, design and product knowledge

Experience:

Storehouse, Inc., Atlanta, Georgia

2002 - 2006 Director of Communications and Development

Storehouse was a specialty retailer of home furnishings, known for making good design accessible in a friendly neighborhood store. My responsibility was to develop the managers' skill in creating the environment that would engage the associates and offer the customer an exceptional shopping experience and convenient design service.

- ☒ Authored and implemented the selling skills training manual that turned a seller-focused selling style into a customer-focused selling style and increased sales performance
- ☒ Planned and wrote a complete training program for newly hired design consultants that assured a faster track to productivity in the store
- ☒ Designed fun, creative modules to be taught by store managers in their stores to hone selling skills and design techniques with more experienced design consultants
- ☒ Taught managers to coach in a positive way to encourage development of skills
- ☒ Evaluated the customer experience by creating a very challenging measuring tool to gauge skill practice, showing results of 30% improvement over 2 years
- ☒ Created personal leadership training classes on a variety of topics: communication, conflict management, leadership skills, accountability, interviewing, managing within a supportive culture, managing through change, getting to the root cause of issues and using personal strengths in solutions
- ☒ Developed district managers as leaders so that the culture could be experienced in all 70 stores
- ☒ Worked with the management staff in all distribution centers and the home office to develop skills of effective leadership with their teams
- ☒ Created a selling skills training program for catalog sales so that every customer contacting Storehouse would receive the same exceptional experience

Wachovia Securities, Richmond, Virginia

2000-2002 Assistant Vice President Learning Specialist

- ☒ Guided managers through the changing staff requirements of business growth and mergers with other companies
- ☒ Coached managers in handling human resource issues to build more productive teams
- ☒ Taught management classes on interviewing, performance appraisals and communication

This End Up Furniture Co, Richmond, Virginia

1979-2000 Vice President Human Resources

- ☒ Developed Human Resources Department for growth oriented company with 2,000 employees in 34 states
- ☒ Created coaching and communication network to enable managers to oversee human resources functions in locations outside of the corporate office, thus keeping corporate staff overhead at a minimum.
- ☒ Developed company wide training and development program for sales, customer service and management training which resulted in sales growth and positive employee relations
- ☒ Resolved employee issues, avoiding costly fines and fees
- ☒ Managed benefits program, record keeping and payroll

Education:

BS, Radford University, Radford, Virginia

MA, University of Toledo, Toledo, Ohio

The Seminar for Activity Vector Analysis - Certified Analyst

MBTI® Qualifying Workshop for the Myers-Briggs Type Indicator - Qualified User

The FLEX Sell Training for the MBTI® Professional

Franklin Covey 4 Roles of Leadership

Interior Design Society Certified Home Furnishings Consultant

Awards:

Awarded the first This End Up President's Award for Excellence

Awarded the first Storehouse President's Award for Excellence