



## Barbara McCaffrey

### Latest Thinking

“We find that high performance is best sustained in organizations through transfer of our capabilities to clients rather than breeding consultant dependency.”

### Background

Barbara has over 20 years of experience consulting in Fortune 500 companies focused on achieving targeted, sustainable performance improvement through the alignment of strategy and organizational capabilities. She has led large system redesign and change efforts both internally and externally.

Prior to launching a consulting career, she managed the Training and Organizational Effectiveness function for Fortune 500 companies. As an internal Organization Development professional, Barbara supported key executives and their teams to achieve targeted business results through organization assessment, leadership development, executive coaching, team development, and ongoing organizational consulting.

Barbara holds an M.A. in psychology from Pepperdine University.

### Areas of Expertise

Barbara is a Consulting Partner with The RBL Group, helping clients achieve targeted, sustainable performance improvement through the alignment of strategy and organizational capability. She has specialties in strategy development, organization design, and leadership development. She also has significant experience in corporate training, organization assessment, team development, executive coaching, succession planning, and performance management.

Barbara has over 20 years of experience in internal and external consulting with Fortune 500 companies in industries such as health care, aerospace, high tech, communication, manufacturing, and distribution, including companies such as TRW, Bell Helicopter, Bergen Brunswig, PacifiCare Health Systems, Harte-Hanks Communications, and Western Digital. She has also consulted to various Boards such as American Cancer Society, Orange County Bar Association, ASTD, and California Medical Association.

She is a well-known speaker and has spoken at regional and national professional conferences such as ODN, ASTD, and SHRM on topics such as architecting and managing large scale change, organization design, performance management, and accelerating change.

### Contact

You can contact Barbara McCaffrey at: (949) 366-1793.