Wayfinder Office Hours with EiR Richard Brazill

Richard Brazill is graciously offering recurring office hours each Monday between 1:00 and 4:30 PM to meet one-on-one with teams or individuals on a topic of your choosing from his areas of expertise. See below for available topics and how to reserve your slot!

About Richard Brazill

Richard has substantial experience as an Operations Manager, Human Resources Director, Learning Development Manager, and Executive Coach. He developed a deep understanding of organizational design, talent utilization, and a passion to coach and educate individuals working to achieve their full potential. He approaches each assignment uniquely with an understanding of company culture and everyone’s skills. The result are individuals who are fulfilled in their role with the motivation to grow and bring a significant impact to the bottom line.

In Richard’s 22 years with Starbucks, he was responsible for 2 large Retail Areas generating revenue of over $250m/year and supporting 2 Regional Directors, 17 District Managers, 192 stores and over 3,000 employees.

Richard has a knack for building business strategies, supporting performance management and succession planning designs. He also understands the dynamics of people working in a team environment and can support them achieving the results they are aiming for. Accountability, which has become a buzz word, is useless without a foundation of honest performance communication and leaders who know how to deliver it.

Richard learned about the Entrepreneurial experience firsthand when he and a friend started a business focused on a holiday lights idea. “Chris Clips” was an idea Richard had, and he took it from concept to sales in 6-months. He focused on building the company from the ground up and learned what works and what doesn’t as he designed the product, the packaging, the UPC code and copyrighting the name. He sourced a production facility and a packaging company built on the foundational idea of giving jobs to those less able and fortunate. Then, in the end, he learned the hard lessons on what causes even a great idea to fail and how to avoid it.

Richard holds a Bachelor’s Degree in Behavioral Science from California State Polytechnic University, Pomona and a Master of Business Administration Degree with a concentration in business management from the University of La Verne. He has also achieved a certification as Diplomate in Professional Coaching from the Academy of Behavioral Medicine, Counseling and Psychotherapy (IABMCP)

Topics

Teams can come by to talk about their team or business, share their business plan, ask for advice on strategy, leadership or vision, guiding principles or any other topic they want.

- Team formation, What role does each member take
- Culture development/sustainment
- Org Vision, Mission & Guiding Principles
- Leadership Development, how do you sharpen your saw
- Staffing strategies, who do you have Vs. who do you need
- Management Vs. Leadership, can everyone be a leader
- Pitch deck construction, what it is Vs. what it is not
- Platform skills, who will do the pitch and other responsibilities
- General business principles, daily accountability.

How to Reserve Your Slot Office hours are available every first Monday at the Cove between 2:00 PM to 5:00 PM, by appointment only. To request an appointment, send an email to wayfinder@uci.edu with your time preference and topic of interest. Requests should be submitted at least 1 week prior to your requested appointment time.