

ROBYN SHORT

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EDUCATION

Doctor of Liberal Studies, Anticipated Graduation 2019 / Southern Methodist University, Dallas, TX

Master of Arts, Conflict Management and Dispute Resolution, 2015, GPA: 3.978 /
Southern Methodist University, Dallas, TX

Master of Liberal Arts, 1998, GPA: 3.688 / Southern Methodist University, Dallas, TX

Bachelor of Science, Psychology, 1996 / Auburn University, Auburn, AL

SKILLS & TRAINING

140 hours of mediation training, including transformative mediation and victim offender mediation

80 hours training in negotiation and advanced interest-based negotiation

40 hours training in restorative justice

40 hours training in crisis communication

TRAINING & LECTURING EXPERIENCE

Training

CONFLICT MANAGEMENT: REQUIREMENTS FOR SUCCESS,
Alternative Dispute Resolution Practice, November 2016

CONFLICT IN THE WORKPLACE: Alternative Dispute
Resolution Practice, October 2016

PEACE PEOPLE: PEACEMAKING & CONFLICT RESOLUTION,
Congresswoman Eddie Bernice Johnson's Youth Summit,
August 2015

DISCOVERING INNER PEACE: STRATEGIES FOR OVERCOMING
CHRONIC TRAUMA, African Leadership & Reconciliation
Ministries, Rwanda, October 2014

EFFECTIVE COMMUNICATION: DE-ESCALATING CONFLICT, Kigali
Police Department, Rwanda, October 2014

BUILDING TRUST AND RESPECT IN THE COMMUNITY, Kigali
Police Department, Rwanda, October 2014

THE NEUROSCIENCE OF LEADERSHIP, Kigali Police
Department, Rwanda, October 2014

Academic Lecturing

VICTIM OFFENDER MEDIATION OVERVIEW: Conflict of
Psychology, Southern Methodist University, June 2016 and
Sept. 2016

BUILDING YOUR ALTERNATIVE DISPUTE RESOLUTION PRACTICE,
Mediation and Dispute Resolution, Southern Methodist
University, June 2016 and Sept. 2016

DYNAMICS OF CONFLICT, Weiner Institute, Creighton
University, June 2016 and Sept. 2016

PSYCHOLOGY OF CONFLICT COMMUNICATIONS, Psychology of
Conflict, Pepperdine University, June 2016

THE ATONEMENT OF AMERICA, Graduate Liberal Studies
Symposium, Rice University and Southern Methodist
University, June 2016

RESTORATIVE JUSTICE: RETHINKING CRIME & PUNISHMENT,
Mediators Beyond Borders, Southern Methodist University,
May 2016

THE NEUROSCIENCE OF PEACE, Southern Methodist
University, May 2016

PROFESSIONAL PRESENTATIONS

DE-ESCALATING WORKPLACE CONFLICT, International Association of Business Communicators, October 2016

DE-ESCALATING WORKPLACE CONFLICT, International Leadership North Texas, October 2016

PEACE IN THE WORKPLACE, Women's Business Forum Conference, September 2016

FROM TEXAS PRISONS TO RWANDA, WHAT CRIME AND PUNISHMENT TAUGHT ME ABOUT FORGIVENESS, Southern Methodist University, May 2016

A WORLD OF WOMEN FOR WORLD PEACE, Congresswoman Eddie Bernice Johnson's 16th Annual Conference, April 2016

PREPARING FOR A GLOBAL SOCIETY, Cutting Edge Youth Action Summit, April 2016

WORKPLACE CONFLICT: EXPERIENCE THE RIPPLE EFFECT OF POSITIVE CHANGE, Dallas Women in Business, March 2016

SHIFTING FROM A CONSCIOUSNESS OF BLAME AND SHAME TO A CONSCIOUSNESS OF LOVE AND SPIRITUAL GROWTH IN THE AGE OF MASS INCARCERATION, International Prisoners Conference, May 2014

PROFESSIONAL EXPERIENCE

March 2017–Adjunct Co-Lecturer, Southern Methodist University, Master in Conflict Management Dispute Resolution Program; Plano, TX

- Co-professor: International Peace-building in Rwanda
- Support student internships in international peace-building projects in Kigali, Rwanda; support students in the development of peace training curriculum; provide lectures on Rwanda genocide and post-conflict peace-building

September 2017–Adjunct Lecturer, Southern Methodist University, Master in Conflict Management Dispute Resolution Program; Plano, TX

- Professor: "Let's Talk: Managing Divisive Issues Through Dialogue Processes"
- Teach conflict management and dispute resolution students various dialogue processes designed to bring people together from across a conflict divide so that parties can achieve an improved understanding of the concerns, interests and needs of the other party or parties
- Syllabus and course development
- Grading students projects and academic essays

September 2016–Adjunct Faculty, Bay Path University, Master in Leadership and Negotiation Program; Longmeadow, MA

- Professor for Leadership and Negotiation Lab I: Planning and Preparation
- Teach students in an online environment the skills necessary to plan and prepare for negotiation, including maintaining an awareness of leadership and negotiation styles; relying on the strengths associated with one's own style and managing weaknesses; effectively planning and preparing for any negotiation situation; and planning in an efficient manner so that one is never too busy to engage in planning
- Syllabus and course development
- Grading students projects

2016–Present: Founder / Mediator, Conflict Trainer and Lecturer, Alternative Dispute Resolution Practice; Dallas, TX

- Established alternative dispute resolution practice with the mission of helping individuals, organizations and communities understand and navigate conflict with integrity and mutual concern for the well being of all parties, thereby creating a ripple effect of positive change
- Develop and implement conflict management, dispute resolution and leadership training seminars for corporations and individuals
- Lecture at collegiate alternative dispute resolution programs, helping to create a new generation of mediators and peacemakers

- Provide mediation and facilitation for individuals and / or groups in conflict
- Present conflict management, dispute resolution and peace-building presentations to further the awareness and education of ADR in the workplace
- Publish weekly thought leadership content for business blog
- Op-ed contributor to the “Dallas Morning News”

2012–Present: Founder / Publisher, GoodMedia Press; Dallas, TX

- Established publishing company with the mission of creating rich and actionable content that serves to elevate the human experience
- Books sold at Pepperdine University, Vanderbilt University, Southern Methodist University, Sam Houston University as well as nonprofit and professional organizations
- Authored “Prayers for Peace,” a meditation journal for peacemakers
- Authored “Peace People,” a children’s book that teaches young people how to be peacemakers
- Authored “Peace in the Workplace: Transforming Conflict Into Collaboration”
- Provide training and professional presentations on subjects related to social justice issues and peace building

2014–2016: Managing Director, OnMessage; Dallas, TX

- Responsible for building the newly formed content line of business for Dallas-based marketing consultancy; serve on senior leadership team, reporting to the CEO
- Grew content line of business from \$700,000 to \$2 million in revenue in first 18 months
- Provided professional development workshops for content development team (grew team from two employees to seven in first 18 months)
- Responsible for developing and training senior executive team on leadership principles that allowed vision, mission, values to be more fully experienced within the organization
- Responsible for the initiation of a business process re-engineering effort that resulted in the hiring of a COO and implementation of work flow management and knowledge sharing technologies
- Created proprietary thought leadership methodology designed for highly complex B2B Fortune 1000+ organizations

2006–2014: Founder / President, GoodMedia Communications (Acquired by Frozen Fire in 2013); Dallas, TX

- Led a team of four employees: media relations coordinator, two graphic designers and a copywriter
- Developed vendor / partner relationships with Web developers, copywriters, public relations firms and printers
- Exclusive marketing partner for Living Well Health and Wellness, which grew its business from conception to \$1.5 million in six years
- Created branding methodology for small- to mid-size owner-operated businesses
- Developed social media strategies and content marketing strategies
- Established social media presence and best practices for numerous businesses, strategically integrating social media marketing and search engine optimization
- Powered clients’ social presence with thought leadership content, elevating many clients to the first page of Google
- GoodMedia Communications acquired by Frozen Fire in 2013; developed branding to incorporate the merging of the two companies; developed internal communications strategy to ensure seamless transition of the two companies; remained on staff with Frozen Fire for 12 months to ensure clients were fully assimilated into new organization; responsible for \$100,000 in new business during that 12-month period

2003–2006: Editor-in-Chief, Design Guide Publishing; Dallas, TX

- Responsible for all content development, editorial production, creative layout and printing of monthly magazine
- Led a team of magazine copywriters and local expert contributors in the development of content for 100-page magazine

2002–2003: Marketing Manager, Staff Care; Dallas, TX

- Responsible for recruiting hospitals for placement of contract healthcare professionals
- Required to meet a daily quota of phone calls to potential clients
- Required to meet a monthly quota of new clients

2000–2002: School Administrator, Montessori School of Westchester; Grand Prairie

- Responsible for all day-to-day operations of school, including P&L responsibilities and annual operating budget of \$700,000
- Led team of 10 teachers, including hiring, training and mentoring staff

1998–2000: Teacher, Dallas Can Academy; Dallas, TX

- High school teacher for at-risk students
- Taught English, Social Studies and Psychology

Philanthropy & Awards

Committee Member, Congresswoman Eddie Bernice Johnson’s “Improving Police Academy Curriculum,” 2016 to Present

Advisory Board, Congresswoman Eddie Bernice Johnson’s “Women of the World for World Peace,” 2016 to Present

Recipient, Global Leadership Award, Cutting Edge Youth Action Research Center, 2016

Bridges to Life, Restorative Justice Facilitator, 2016 to Present

Volunteer Mediator, Southern Methodist University Center of Dispute Resolution, 2016 to Present

Peace building trainer, Congresswoman Eddie Bernice Johnson’s 2015 Youth Summit, 2015

Race Dialogue Facilitator, Dallas Dinner Table, Dallas, Texas, 2015

Student Sponsor, Made in the Streets, Kenya, Texas, 2014 to 2016

Peace-building trainer for Made in the Streets, Nairobi, Kenya, 2014

Board of Directors, Friends of Wednesday’s Child, Dallas, Texas, 2010-2012

Board of Directors, The Writer’s Garret, Dallas, Texas, 2007-2009