Dr. Mac McCrory spent 30 years at Oklahoma State University building and directing the nation’s first wellness center. The focus of the center’s programs was on quality customer service. He is an Adjunct Instructor for the Department of Management in the Spears School of Business at OSU. Dr. McCrory is former Vice President for Business and Industry Relations at Oklahoma State University – OKC. He is a certified trainer by the National Multicultural Institute in Washington D.C. He is also certified as a True Colors ™ facilitator. Dr. McCrory coaches small and large teams to achieve their dreams. He is also a motivational speaker on a variety of topics and has spoken at over 250 state and national conferences.

Dr. McCrory received his Doctor of Education degree in Health Science from Oklahoma State University. He graduated with honors and is a member and past president of Phi Kappa Phi Honorary Scholastic Fraternity. He is a retired Lt. Col. in the United States Air Force and received the Air Force Commendation Medal (with Oak Leaf Cluster), the Air Force Achievement Medal, and the Meritorious Service Medal. He served as Commander for Oklahoma’s Air Force Academy Liaison Officer corps, where he evaluated young people for admission to the Air Force Academy.

Topics Include:

- Customer Relations Management
- Decision Making
- High Stress Communication
- Managing Difficult People
- Quality Communications
- Resolving Team Issues
- Stress Management
- Time Care
- True Colors Assessment
- Wellness in the Workplace
“Very good storyteller and application to discussed topics.

PRESENTATIONS INCLUDE:
BlueCross BlueShield of Oklahoma
Boldt Construction
Federal Aviation Administration
John Zink Company
Oklahoma Health Care Authority
Oklahoma National Guard
Phillips 66
SONIC, America’s Drive-In
Samson Resources

Customer Relations Management
Is your business product or service-oriented? No matter which, your business success (profit) relies on your ability to serve your customers and meet their needs.
• Types of customer relations
• Determining needs and wants
• Communication strategies for customer relationship building

Decision-Making: Fire or Strategy?
A presentation on decision making will evaluate the critical factors in our decision making processes, both as individuals and as a team, as well as examine how communication affects this process, both negatively and positively.
• Analyze various methods of decision-making with regard to communication strategies
• Compare methods to desired output and long-range outcomes
• Evaluate decision-making methods in light of efficacy, efficiency and adherence

Developing a Culturally Competent Organization
Cultural Competency is about living our lives (professional and personal) as a cultural ally; an advocate for creating teams and organizations that truly value diversity and act accordingly. This is a highly interactive workshop. Come ready to share, listen, and learn.
• Learn core concepts of cultural competency, paradigms of thought and cultural biases
• Discuss organizational issues, societal and institutional issues
• Address culturally inappropriate behavior

High Stress Communication
Many of our communication situations have varying degrees of stress associated with them. Stress can be in the form of high risk of losing in the situation or high concern of any of the parties involved. This workshop will explore methods of communication in these environments.
• Theories of stress, risk and concern
• Examples of high stress communication strategies and skills that affect outcomes
• Role play to discuss high stress communication examples and strategies

Managing Difficult People in Difficult Situations
We all deal with people who we consider difficult to get along with. These people include direct reports, supervisors, clients, customers, vendors, friends, and even family. You will learn the practical skills needed to help you effectively manage challenging people and situations.
• Identify various personality issues
• How to develop the skills necessary to deal with difficult people
• How to apply practical skills and expected outcomes

True Colors ™ Keys To Personal Success
True Colors uses the Myers-Briggs Type inventory and the personality analysis work by David Keirsey in 1967, to analyze our temperaments and personal relationship styles. True Colors is a vibrant, active, engaging program to help us better understand ourselves and the people we work with, live with and play with.
• Discuss the history of personality study
• Take an assessment of your personality style
• Learn how to relate to others with different personalities, talents, and convictions