

Art Frohwerk



Develops transformational strategy, experience design, and process innovation

Art Frohwerk is recognized as an innovator and implementer. With over 30 years of orchestrating team-based solutions, he is known for developing and leading efforts in getting the “impossible” done, always with a strong sense of reality, business savvy, and human factors.

One of Art’s lifelong interests has been in visualization — seeing patterns and understanding complex issues in a simple way. He develops “big picture” tools to engage people. Often, his work includes design of process, operations, organizational systems, and culture - guided by the power of good strategy and the new conversations needed for sustainability. He transforms organizations for growth, delivering new value and utilizing new perspectives to achieve breakthrough results.

Art is a strong practitioner of Total Quality Leadership. His experience spans key roles of new product, service, and process design. Engaged by over 100 organizations to address their challenging goals, Art has led multidisciplinary teams from start-ups to organizations driving billion-dollar global projects, from manufacturing to healthcare to education.

Art is an alumnus of Walt Disney Imagineering, the Procter & Gamble Engineering and Product Development Divisions, and the Belcan Engineering Group. An entrepreneur, he is co-founder of FutureCORE, Inc. the “healthcare process company;” founder of Discovery Business Design, LLC, a repository for his proprietary implementation tools; co-founder of RavenFire, LLC, a leadership

innovation firm; and presently leader of Clearpath, LLC, focusing on strategic transformation. Art also facilitated and co-founded a non-profit public/private partnership at the University of Washington - the Institute of Collaborative Building.

Art has been a course developer and consultant for the Xavier University and the University of Washington. He continues to coach systems-level perspectives, strategic leverage, and effective implementation in visionary corporations, non-profits, and municipalities.

Art Frohwerk holds an Engineering degree from Harvey Mudd College - with continued research in human factors, experience design, visualization, leadership, team performance, & applied innovation.

His practice both as a big-picture systems engineer and a business coach in a diversity of industries has earned him respect for his insight, energy, and practical solutions.

clearpath

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SELECTED ARTICLES & PRESENTATIONS:

- **Creating the Conditions - 9 factors for breakthroughs**, excerpts from book, *under development*
- **Experience Design - Ways to become more Patient-centered**, December, 2009
- **Missed Connections - The Healthcare Experience for Patients, Families, and Staff**, October, 2008
- **Designing Positive, Memorable Experiences ...in Healthcare**, May, 2008
- **Williamson: A Discovery Story**, Seton Medical Center Williamson, 2008
- **The Techniques for an effective RFP**, CLMA Internet On-line Program, 1999
- **Critical Issues ...and the Approach to Implementing a CPR**, Journal of AHIMA, 1999
- **Five Steps to a Successful Merger**, Group Practice Journal, 1998
- **Process Improvement, the Key to a Successful EPR Implementation**, AHIMA, 1998
- **Process First, Technology Second**, Healthcare Infomatics, 1998
- **The Key to Successful CPR Implementation**, Advance for Health Information Executives, 1998
- **Cutting Through to More Valuable Responses**, Advance for Health Information Executives, 1998
- **Building a better RFP, and other Tools for Effective Technology Assessment & Selection**, CLMA, 1998
- **Improving Time to Market with Workflow Technology**, CHIM, 1996
- **ReEngineering - Success by Design**, Construction Industry Journal, 1995
- **Business Re-engineering the Medical Laboratory: Integrating the Islands of Automation into a Cohesive Whole to Meet the Demands of Healthcare Reform**, 1994 Oak Ridge Conference
- **The Agile Organization**, Belcan Corporation, 1991
- **Systems Integration - The Relationship of Technology and Culture**, 1989

MAJOR WORKSHOPS DEVELOPED, CONDUCTED:

- **Sustainability and Transformational Change** - Fundamentals that create more predictable results, Bainbridge Graduate Institute
- **Master Process Planning** - A tool for operational innovation that delivers value by visually representing the "organization way" of best doing business, University of Washington
- **Designing an Experience** - A New Level of Value in Delivery of Service, Seton Family of Hospitals and others
- **Readiness Assessment** - Seeing the Capability and Maturity of an Organization, numerous applications
- **The Strategy Map** - Implementing the Balanced Scorecard ...fast & effective - numerous applications
- **Business Magic** - a look at the factors that create highly effective places or services
- **CEO Forums** - workshops with CEOs of design and manufacturing companies dealing with issues for growth
- **Transformation and discovering a Great Organization** - numerous non-profit & for-profit organizations
- **Leadership in Economic Development (or is it Sustainability?)** - presentations, tools for city leaders to better see the balance of issues in dealing with growth in communities and their role in addressing them
- **Decision-Making** - numerous programs for project teams in the science and art of people making decisions
- **Capability Maturity** - introduction and tools to see and address the factors that make organizations great; based on the Carnegie Mellon studies of performance
- **The "Bullet Train"** - Storyboard picture for new conversations and new solutions - numerous applications
- **Strategic Planning, Leadership, and Implementation, & a Workbook for Managing** - numerous applications
- **Process Improvement, Knowledge, and Effective Teams** - numerous industry/client applications
- **Effective Organization Change** - General Electric Leadership Track Development Series
- **Total Quality Leadership & Customer Satisfaction** - numerous industry/client applications
- **Applications of Total Quality in Healthcare** - Choice Care Physicians workshop (4 years)
- **Cultural Transformation** - numerous industry/client applications
- **Facilitation Skills, and new Leadership** * from Xavier University - Kroger & other manufacturing applications
- **Highlights of Selling - Learning's from an Engineer** - routine team orientation
- **Executive Excellence** *with Steven Covey & ...for Disney
- **The Process of Innovation** *special versions for product development, service development
- **Team Building** - numerous industry/client applications
- **Project Management & "The Guidebook"** - numerous adaptations
- **Principal Centered Leadership & The Seven Habits** *with Steven Covey - numerous applications