
BRUCE HODES, MSW, MBA

FOUNDER AND CEO OF CMI
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EDUCATION

Northwestern University- Kellogg School of Management, Evanston, IL
MBA, Class of '86

George Williams College, Aurora, IL
MSW, Class of '84

Oberlin College, Oberlin, OH
BA History, Class of '81

EMPLOYMENT HISTORY

CMI(1984-Present)

President and Founder

- Brings a diverse blend of skills and education to his work with teams, business leaders and executives.
- Creates and facilitates administrations of strategic plans.
- Facilitates the use of Keyne Link as a tool for alignment on values, goal setting and performance.

PUBLICATIONS / BOOKS

A new foundation in business culture: managerial coaching. (Management Practices)
Industrial Management, September 1, 1992

Creating Customer Focused Work Teams Through the Use of Experiential Education
Chicago AMA, September 1996

A Primer on Coaching Consultants and OD Practitioners
Organizational Development Practitioner, July 1996

Customer Focused Teams

Vistage, September 2006

Let's Take the Family Out of the Business

San Diego Business Journal December 2007

Coaching as a Mentoring Tool

October 2009

Using Books for More than Just Compost

Vistage, April 2011

Getting Next-Generation CEOs out on Sales Calls Can be a Tough Sell in Itself

CSC Network News June 2011

Winning Teams: What Championship Sports Organizations Know About Performance and Most Commercial Launderers Don't

Textile Rental, July 2011

Seven Rules of Strategic Planning

Vistage Village, October 2011

Front Line Heroes: Battling the Business Tsunami with Performance Oriented Cultures

Writers of the Round Table, February 2012

Developing People: A Coach's Handbook

Textile Services, March 2012

The Four Cornerstones of a High Performance Culture

Strategy Driven Blog, April 11-May 2, 2012

<http://www.strategydriven.com/2012/05/02/the-four-cornerstones-of-a-high-performance-culture-part-1/>

<http://www.strategydriven.com/2012/05/02/the-four-cornerstones-of-a-high-performance-culture-part-2/>

<http://www.strategydriven.com/2012/05/02/the-four-cornerstones-of-a-high-performance-culture-part-3/>

<http://www.strategydriven.com/2012/05/02/the-four-cornerstones-of-a-high-performance-culture-part-4/>

The Four Cornerstones of a High Performance Culture

Illinois Manufacturers Organization Blog, July 12, 2012

<http://www.ima-net.org/hr-blog/2012/7/12/the-four-cornerstones-of-a-high-performance-culture.html>

5 Basic Truths about Creating and Building Teams in the Workplace

TLNT Blog, July 3, 2012

<http://www.tlnt.com/2012/07/03/5-basic-truths-about-creating-and-building-teams-in-the-workplace/>

Creating Teams

Strategy Driven Blog, July 18, 2012

<http://www.strategydriven.com/2012/07/18/creating-teams/>

Creating Customer Focused Teams

Strategy Driven Blog, July 25, August 1, August 8, 2012

<http://www.strategydriven.com/2012/07/25/creating-customer-focused-teams-part-i/>

<http://www.strategydriven.com/2012/08/01/creating-customer-focused-teams-part-ii/>

<http://www.strategydriven.com/2012/08/08/creating-customer-focused-teams-part-3/>

3 Strategies to Develop Middle Management

Training Magazine, September 17, 2012

<http://www.trainingmag.com/content/3-strategies-develop-middle-management>

Raving Fan Customers: Creating Customer Focused Teams

Sales and Service Excellence Magazine, September 2012, Volume 12, Number 9

Mission and Vision: Align Behind a Winning Message!

Textile Rentals, September 2012

Building a GREAT Company

Devin Hughes Blog, October 2012

Mission and Vision

Devin Hughes Blog, October 2012

Seven Rules of Strategic Guessing

Devin Hughes Blog, October 2012

The Tasty Center: Three Strategies for Middle Management

Textile Rentals, November 2012

Creating Customer-Focused Teams

Training Magazine, December 3, 2012

<http://trainingmag.com/content/creating-customer-focused-teams>

Seven Rules of Strategic Guessing

Textile Rentals, December 2012

Let's Take the Family Out of Business

Thinking Bigger Business Media, February 1, 2013

<http://www.ithinkbigger.com/component/k2/item/3877-family-ties-online-lets-take-the-family-out-of-business>

Kickoff Meetings

Sales and Service Excellence Magazine, February 2013

Let's Take the Family Out of Business

Sales and Service Excellence Magazine, March 2013

Go Live with the Whales

Young Startups Blog, April 2013

<http://www.youngupstarts.com/2013/04/17/go-live-with-the-whales/>

Seven Rules of Strategic Guessing

Industrial Engineer, Volume 45, Number 4, April 2013, pg. 47

Taking the Family out of Business

Training Magazine, May 2013

<http://trainingmag.com/content/taking-family-out-business>

Getting Away

Personal Excellence Magazine, June 2013, pg. 3

Making Green from Green

Textile Services Magazine, June 2013

Raving Fan Customers: Creating Customer-Focused Teams

Customer Loyalty, July 2013, Chapter 7, pg. 77-86

Easy as ABC: Gaining People and a Performance Edge

Training Magazine, August 2013

<http://trainingmag.com/content/easy-abc-gaining-people-and-performance-edge>

Go Live with the Whales

Textile Services Magazine, August 2013

Stupid Games

Sales and Service Excellence Magazine, September 2013

http://www.topleadersinleadership.com/en/topleaders/interactive_content/sse-september-2013_hle4flta.html

Go Live with the Whales

Training Magazine, October 2013

<http://trainingmag.com/content/go-live-whales>

The Benefit of Stupid Games

Training Magazine, December 2013

<http://trainingmag.com/content/benefit-stupid-games>

Goal Setting: The Keyne Way

Textile Services, December 2013

Why Hold Annual Kickoff Meetings?

Training Magazine, January 2014

<http://www.trainingmag.com/why-hold-annual-kickoff-meetings>

5 Ogres and an Angel

Leadership Excellence, January 2104

<http://web.hr.com/63xa>

5 Ogres and an Angel

LeaderMag, February 2104

A Keyne Way to Set Goals

Training Magazine, April 2014

<http://www.trainingmag.com/keyne-way-set-goals>

ABCs Oh Baby Now

Textile Services, April 2014, pg. 54

It's All About the Ducks

Sales and Service Excellent, May 204, pg. 7

http://www.excellenceessentials.com/en/topleaders/interactive_content/sales-and-service-excellence-essentials-may-2014_hvgzcgim.html

5 Ogres and an Angel: Guarding the Gates of Organizational Improvement

Training Magazine, June 2014

<http://www.trainingmag.com/five-ogres-and-angel-guarding-gates-organizational-improvement>

A Keyne Way to Coach Employees and Improve Performance

Training Magazine, July 2014

<http://www.trainingmag.com/keyne-way-coach-employees-and-improve-performance>

That Dog Don't Hunt

Leadership Excellence, August 2014, pg. 35

http://www.excellenceessentials.com/en/topleaders/interactive_content/leadership-excellence-essentials-august-2014_hylmfcyl.html

SPEAKING ENGAGEMENTS

14th Annual International Conference on Work Teams

Keynote Speaker, Beyond Teams: The Collaborative Enterprise

Dallas, Texas

September 2003

Entrepreneurial Roundtable of the University of Chicago Graduate School of Business

Guest Speaker, Breakthrough Business Planning For Growth Oriented Companies

Wheaton, IL

August 2004

United Textile Services Association/Textile Rental Services Association Conference
Keynote Speaker, Differentiation & Breakthrough Planning For Growth Oriented Companies
Scottsdale, AZ
September 2004

Indianapolis Financial Group - Blue Chip Presentation
Guest Speaker, Psychology of Growth
Carmel, IN
May 2005

Midwest Society of Professional Consultants Conference
Keynote Speaker, Creating Raving Fan CS
Chicago, IL
September 2005

The Executive Committee Meeting
Guest Speaker, Creating A Team At The Top
Austin, TX
January 2006

Presidents Forum Meeting
Guest Speaker, Creating A "WOW" Factor Through Customer Service
Chicago, IL
February 2006

TAU Forum Meeting
Guest Speaker, Take The Family Out of Business
Oak Brook, IL
May 2006

The Executive Committee Canada Meetings
Guest Speaker, Creating A Team At The Top
January 2004-April 2007 (total of 15 events)

Association for Experimental Education Conference
Keynote Speaker, Tools for Building High Performance Customer Focused Teams
March 2007

Illinois Technology Association CEO Summit Meeting
Guest Speaker, Creating a "WOW" Factor Through Customer Service
Chicago, IL
June 2010

Illinois Technology Association CEO Roundtable
Guest Speaker, Creating a High Performance Culture
Chicago, IL
September 2011

Presidents Resource Organization Forum

Keynote Speaker, Battling the Business Tsunami with Performance Oriented Cultures
Mt. Prospect, IL
October 2012

Textile Rental Services Association Conference

Keynote Speaker, Battling the Business Tsunami with Performance Oriented Cultures
Chicago, IL
October 2012

Vistage Michigan Meeting

Guest Speaker, Battling the Business Tsunami with Performance Oriented Cultures
Troy, MI
October 2012

Affiliated Staffing Group Conference

Keynote Speaker, Battling the Business Tsunami with Performance Oriented Cultures
Miami, FL
November 2012

Chicago Professional Development Network Meeting

Guest Speaker, Battling the Business Tsunami with Performance Oriented Cultures
Chicago, IL
May 2013

Metal Powder Industries Federation Conference

Keynote Speakers, Battling the Business Tsunami with Performance Oriented Cultures
Chicago, IL
June 2013

The Special Concerns of Family Owned Businesses Webinar

Moderator, Profitably Growing Your Family Business
Family Owned Business Network Webinar Series
June 2013

United States Military Entrance Processing Command Meeting

Guest Speaker, Creating High Performance Work Teams
August 2013

International Association of Pet Cemeteries and Crematories Conference

Keynote Speaker, Battling the Business Tsunami with Performance Oriented Cultures
Boston, MA
September 2013

Metal Treating Institute Monthly Meeting

Guest Speaker, Creating Performance Oriented Cultures
Detroit, MI

September 2013

Wisconsin Association of Textile Services Conference

Keynote Speaker, Creating Performance Oriented Cultures
Delavan, WI
September 2013

Illinois Sign Association Conference

Keynote Speaker, Creating Performance Oriented Cultures
Geneva, IL
September 2013

Laundry Cleaners Internationale

Guest Speaker, Creating Performance Oriented Cultures
Chicago, IL
November 2013

Chicago Association of Spring Manufacturers, Inc. (CASMI) Monthly Meeting

Guest Speaker, Creating Performance Oriented Cultures in Today's Economic Times
Chicago, IL
January 2014

Family Owned Business Network Webinar Series: The Special Concerns of Family Owned Businesses

Moderator, Family Business Transition Challenges and How to Solve Them
February 2014

Topical Conference

Keynote Speaker, Creating Performance Oriented Cultures
Tucson, AZ
February 2014

National Frame Builders Association (NFBA) Annual Meeting

Keynote Speaker, Creating Performance Oriented Cultures
Nashville, TN
March 2014

PROFESSIONAL AFFILIATIONS

Landmark Forum Leader

SENG

SKILLS / INTERESTS

Exercise, Outdoors, Travelling, Playing Drums