

## J. Bert Freeman Biographical Sketch



J. Bert Freeman, the author of *Taking Charge of Your Positive Direction* (Trafford 2006), is a positive direction speaker, coach and facilitator. Since 1982, he has been facilitating, coaching, lecturing and instructing organizations and individuals in different areas of organization development, personal performance and diversity. In 1986, J. Bert Freeman created the skills of *Verbal POSITIVE APPROACH™*. As a result, he founded T.A.L.K. Associates, in 1987. In the early 1990's, *Verbal POSITIVE APPROACH* evolved into *CONSISTENT POSITIVE DIRECTION™*, yet a higher dimension of Human Interaction. ***CONSISTENT POSITIVE DIRECTION*** is described as speaking, writing, learning and impacting reality toward the goals, achievements, results, accomplishments or outcomes that really matter. These skills and approaches came from years of learning, developing and teaching ways to interact successfully with others, *when what we have to say really matters*. Consistent Positive Direction is infused in most of the T.A.L.K. Associates offerings. Since then, he created, streamlined and presents signature offerings that have built his reputation: *Unity of Effort™* helps organizations unify their efforts and accelerate their progress; **the SILENT MENTOR™** and **SILENT MENTOR Leadership** series advances diversity and inclusion in the workplace to expand organizational capabilities, in a positive direction; **Leadership Consistency** is designed to support high performance delivery and success in business, educational and community environments; **The Relationship, Performance And Morale (RPM) courses and frameworks** help organizations sustain comprehensive excellence; **CONSISTENT POSITIVE DIRECTION certifications** were developed in 3 categories – Practitioner, Leadership and Facilitator. Over the years, J. Bert Freeman provided many applications of *CONSISTENT POSITIVE DIRECTION* to business, non-profit, government and military organizations in manufacturing, education, service, community development, hospitality, health and human services, corrections, leadership, multicultural development, quality management, and more.

He is a member of the National Speakers Association, the American Society for Training and Development, the National Staff Development Council, the Delaware Work Force Diversity Group (President Jan. 2000 – Dec. 2003), Toastmasters International, the Metropolitan Wilmington Urban League Education Advisory Council and he is a Distinguished Educator consultant with the State of Delaware Department of Education. He was also an original member of the State of Delaware Department of Education Accountability and Assessment Task Force. He was the 1997-99 Education Chairperson of the Delaware NAACP, which created key alliances with the Delaware Department of Education, during the years 1997-99. Other memberships have included: The American Society for Quality and the Association for Supervision and Curriculum Development.

He has a Bachelor's Degree in Engineering from the U.S. Naval Academy and a Masters Degree in Human Relations from Golden Gate University. While at the U.S. Naval Academy, he was an NCAA 1<sup>st</sup> Team All-American in fencing and the first African American to be selected as NCAA Fencer of the Year. In 1970, he was the first African American and the first fencer to receive the Naval Academy's award for athletic excellence, given to one graduate each year. Another notable recipient was Roger Staubach in 1965. J. Bert Freeman was also a 1972 Olympic fencer in Munich and U.S. National Champion.

In recent years he has been a visiting instructor at Drexel University, Cheyney University, University of Delaware, Elizabeth City State University, Springfield College and North Carolina Central University in diversity, leadership and Consistent Positive Direction.

### **Recent/ongoing work includes advancing applications of Consistent Positive Direction and Unity of Effort in:**

Performance Excellence  
Emotional Intelligence  
Whole Brain Interaction  
Six Sigma Applications

Closing student achievement gaps  
Diversity, Inclusion and Individuality  
Solution-focused approaches to personal improvement  
Community Development and Unity

**For speaking engagements, contact Nicole M. Lockette at 240-481-6592 or [nicoleml7777@yahoo.com](mailto:nicoleml7777@yahoo.com). For organizational workshops, seminars, technical assistance, *Consistent Positive Direction™* conferences or book orders of 25 or more, contact us at 302-292-8633 or [talkassociates@UnityofEffort.com](mailto:talkassociates@UnityofEffort.com). For more information, visit our Web site at [www.positivedirection.net](http://www.positivedirection.net).**