



Tuesday A. Strong, MBA, MSHRD, MSSM

CEO, Strong Performance Management, LLC

With over 30 years of experience in management, strategic communication, project management, and software implementations, I have dedicated my career to driving impactful initiatives and enhancing organizational effectiveness. As the founder and CEO of Strong Performance Management, LLC, I lead our consulting, continuing education, and publishing businesses, specializing in solutions that improve the quality of life for individuals and foster growth and efficiency for businesses and institutions.

Currently, I am partnering with Purdue University to apply for an NIH grant to support the development of NeuraHeal, an adaptive AD/ADRD treatment software. This project aims to enhance the care and management of Alzheimer's Disease and dementia (AD/ADRD) patients.

#### **ADDITIONAL SERVICES:**

- **AI Implementation Consulting and Coaching:** Providing consulting and coaching to support managers through AI implementation processes, ensuring smooth transitions and effective adoption.
- **Professional Development for Engineers and technical professionals:** Helping engineers and technical professionals improve their effectiveness with tailored professional development programs.
- **Continuing Education:** As an Indiana Professional Licensing Agency (IPLA) Board-Approved PDH Provider (#CE22200010), Strong Performance Management, LLC, is committed to helping engineering professionals achieve their professional development goals.

#### **PROFESSIONAL EXPERIENCE AND SELECT ACHIEVEMENTS:**

- **Enterprise-Wide Implementations:** Successfully led cross-departmental teams to contract and implement an enterprise-wide SharePoint intranet and TMA software. Led multiple internal communications initiatives including messaging creation and leadership training to support intranet and TMA adoption. Trained administrators, faculty, and staff; liaison with external consultants and internal departments to capture user requirements, develop tech-based solutions, and facilitate use.
- **Software Implementation and Training:** Partnered with the Offices of the Registrar and Information Technology Services to select and implement course and room scheduling software. Developed training materials and supported department head training, promoted adoption and utilization.
- **Facilities Operations Optimization:** Oversaw the selection, purchase, implementation, and campuswide adoption of TMA Systems work order software for the Facilities Operations department. Trained over 55 maintenance, custodial, and facilities services staff, including providing remedial computer basics training as needed.
- **Strategic Communications and Training:** Co-developed and implemented a Strategic Communications Training Program for the Academic Affairs Leadership Council. This program aimed to enhance transparency and support the adoption of strategic planning and goal-tracking software, provided training to increase usage and effectiveness.

- **Strategic Partnership Establishment:** Established a five-year partnership between Rose-Hulman Institute of Technology, Shelby County, and the City of Shelbyville, Indiana. Proposed programming and secured internal and external support. Negotiated terms and created a five-year memorandum of understanding and a co-branding agreement. Designed and developed related marketing collateral, including the website. Monitored performance, ensured compliance with partnership terms, and reported outcomes.

#### **PUBLICATIONS AND CONTRIBUTIONS:**

- **Books:** Authored "*Disrupted: Four Strategies for Navigating Major, Unplanned Change*," a guide that helps individuals transition through change and embrace the future. My latest book, "*Emotional Intelligence (EQ) in the Age of AI: Navigating the Intersection of Human and Machine Intelligence in Advanced Manufacturing*," is a training program designed to support engineering managers.
- **Articles:** Regular [contributor](#) to Inside Indiana Business, where I write about strategy, change, performance management, and artificial intelligence.

#### **BACKGROUND AND EDUCATION:**

I previously served as a director at Rose-Hulman Institute of Technology, a #1 ranked engineering institute by U.S. News & World Report. I also held management positions at the Columbia House Company and served as an instructor for Indiana State University and Saint Mary-of-the-Woods College.

I hold a Bachelor of Science in Human Resource Management from Saint Mary-of-the-Woods College, a Master of Science in Human Resource Development from Indiana State University, and a Master of Science in Strategic Management and a Master of Business Administration from the Indiana University Kelley School of Business. I completed the Management Development Program at Harvard University and continuing education programs at Rochester Institute of Technology and Duke University. I also received a certificate in Distance Education from Indiana University.

Today, I am a doctoral student in Purdue University's Doctor of Technology program, where I am researching the use of artificial intelligence to improve lives.

Visit <https://tuesdaystrong.com/> to learn more about Strong Performance Management's services.