



Innovation Synergy
Education & Business Design

ZALA FASHANT



As a professor, professional developer, dean, manager, and instructional and program designer, Zala Fashant understands how design plays a major role in employee success and customer retention. He has seen first-hand the importance in designing an environment where every employee transforms, grows and succeeds. Working with nationally recognized leaders, he has shared design strategies internationally via workshops, conference presentations and online courses. Zala's Big Dream is to help employees impact their customers by identifying and sharing their own Big Dreams using strategies that meet the needs of, and developing relationships with those they serve.

- He is the lead author for *Designing Effective Teaching and Significant Learning*, Stylus Publishing, LLC, 2020. His business colleagues equate the book with what managers need to design effective leadership and significant performance.
- He has taught face-to-face, blended and online courses for 30 years and presented at 200+ national conferences and professional development workshops to improve performance and share successful strategies to engage customers and increase retention (loyalty). During COVID he worked with 350+ faculty in teach from home offices using online tools and strategies to keep students and the work of the organization moving forward.

Zala has helped managers and department teams to design quality assessments that lead to improved performance. As a dean, at the University of Minnesota and Hennepin Technical colleges, he utilized his departments' assessments to promote each program's goals and performance. He has worked with organizations on developing assessment techniques and tools to measure organizational performance outcomes.

- He has evaluated employees through a formalized system of performance assessment. As a dean, he evaluated faculty teaching performance through observation and feedback of courses. He teamed with professional development committees to promote and design improvement review for over 200 employees.

As a marketing manager for a U.S. national telecommunications company covering 14 states, Zala designed bundled products and services in order for sales teams to increase sales to better meet the needs of customers in an ever-changing world of technology offerings.

- As a dean (manager), Zala worked collaboratively to design strategic plans for institutional outcome assessment, strategic plans, program and institutional accreditation. He understands the integration of elements needed to coordinate individual success to organizational success.

Zala worked with colleagues at the system level to develop a portfolio for submission to recognize excellence.

He recognizes the need for continuous process improvement through designing for the future. Doing it the way we have always done it, won't create a competitive edge. Sharing employee knowledge, feedback, and reflection on strategies to help the entire team the philosophy he stresses to create innovative and significant success in everyone's work.