

ActionLearning



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"Speed is irrelevant if you are going in the wrong direction."

-M. Gandhi

Action Learning Associates (ALA), founded in 1989, is an international consulting firm dedicated to helping organizations achieve competitive advantage through educational programs that link team and leadership development to business strategy. ALA is recognized as the worldwide leader in the design and delivery of dynamic, high involvement, experiential learning environments for the purposes of executive development.

Brooke Moran is a Senior Associate with ALA and has been utilizing experiential education methods and processes to aid executives, undergraduate and graduate students, and youth to hone their leadership and interpersonal communication skills for 15 years. She has worked with corporate executives from PricewaterhouseCoopers, Microsoft, Scantron, Cancer Treatment Centers of America, and Fidelity and has served as an adjunct facilitator at UCLA's Anderson School of Business, Tuck School of Business at Dartmouth College, and IE Business School / Brown University. She studied the role of action learning / experiential education in organizational and self-efficacy change for her Masters work at Harvard University and doctoral work at the University of New Hampshire.

Brooke is a tenured professor at Western State Colorado University and serves as the Chair of the Sustainability Action Committee, which strives to increase environmental awareness and stewardship of natural resources, while decreasing dependency on finite resources. Additionally, Brooke is a sustainability consultant, recently serving as an independent contractor for Sustainable Development Strategies Group and providing the vision for the Coldharbour Sustainable Living Center, a prospective 350-acre cold-climate experimental and educational center focused on a holistic approach to sustainable living and learning.

Brooke is a proponent of using both nature and action learning labs as vigorous learning environments, as both challenge clients and provide them a new perspective to assess their leadership, interpersonal communication, and problem-solving skills. Further, such environments allow people opportunities to hone their resilience when faced with adversity. Those who continually assess and enhance such skills are able to not only effectively cope with adversity, such as marketplace disruptions, but they are also able to apply the lessons learned to future challenges.

Brooke enjoys pursuing such challenges in her free time to test her mental and physical abilities. Examples include two marathons, climbing to 22,841', skiing from Crested Butte to Aspen, CO through the night, and leading one-week to month-long mountaineering and hiking expeditions. All of these have provided Brooke insight into herself, helped her hone her leadership and resilience, and have allowed her to have empathy for clients engaging in their own challenges - whether in a city or the backcountry. Brooke lives with her husband, who is also an ALA Associate, and son in Gunnison, CO; together, they ski, mountain bike, raft, hike, and travel.

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