

VITA

David Lee Bradford

Office

Graduate School of Business
Stanford University
Stanford, California 94305
(650) 723-4918

Home

2922 Garber Street
Berkeley, CA 94705
(510) 843-2044

Born March 10, 1937, Urbana, Illinois

Educational Background:

Oberlin College, 1956-60, B.A. in Psychology
University of Chicago, 1960-61, Graduate Work in Educational Psychology
University of Michigan, 1961-66, Ph.D. in Social Psychology

Research and Teaching Experience:

1960-61 Research Assistant to Dr. Herbert Rie, University of Chicago.
Study of the effects of hospitalization on children.

Summer of 1961, Assistant Project Director for Dr. Fred Emery, Tavistock Institute of Human Relations, London, England. Socio-Technical Systems

1962-66 Research Assistant for Dr. John R. P. French, Jr. and Dr. Gerald Gurin, Institute for Social Research, Ann Arbor, Michigan. Research on the effect of T-group training on self-identity and a study of the effect of re-education on Black school dropouts.

1966-69 Assistant Professor in the Department of Psychology, University of Wisconsin, Madison, Wisconsin.

1969-72 Assistant Professor in Organization Behavior, Graduate School of Business, Stanford University, Stanford, California.

1972-91 Lecturer in Organization Behavior, Graduate School of Business, Stanford University, Stanford, California.

1991-06 Senior Lecturer in Organizational Behavior, Graduate School of Business, Stanford University, Stanford, California.

- *The Eugene O'Kelly II Senior Lecturer in Leadership* at the Graduate School of Business, Stanford University

2007-*The Eugene O'Kelly II Emeritus Senior Lecturer in Leadership* at the Graduate School of Business, Stanford University

Other Professional Activities:

- 1975-82 Editor, EXCHANGE: The Organizational Behavior Teaching Journal
- 1978-87 Executive Director, The Organizational Behavior Teaching Society
- 1975-78 Member of the Board of Directors, NTL Institute
- 1983- Member of the Editorial Board, Journal of Management Education
- 2000-06 Member of the Advisory Board to the Jossey-Bass Series on Organization Change and Development
- 2001- Member of the Editorial Board, Academy of Management Learning and Education
- 2002- Member of the Editorial Board, Journal of Applied Behavioral Science

Professional Organizations:

Academy of Management
American Psychological Association
Organizational Behavior Teaching Society
Society for the Psychological Study of Social Issues

Consulting Activities:

Conducted workshops and seminars and served as an organizational consultant to a variety of industrial, educational, governmental and service organizations including:

- Allergan
- Art Gallery of Ontario
- Asian Art Museum of San Francisco
- Check Point
- Cisco Systems
- Detroit Institute of Art
- Genentech
- EMC Corporation
- Hewlett-Packard
- I.B.M. Corporation
- Levi Strauss & Co.
- McKinsey and Co.
- Oracle for Small Business
- Pacific Bell
- Pepsico/Frito-lay

- Raychem Corporation
- Semptra Energy
- Stanford University Hospital
- Whitney Museum of American Art

Awards:

- 1998 Received the “Exemplar of Excellence in Education” Award from the *University of Phoenix*
- 2003 The *Organizational Behavior Teaching Society* named it’s award to honor excellence in teaching, *The David L. Bradford Teaching Award*.
- 2006 The first recipient of *The Peter Frost Mentoring Award* from The Organizational Behavior Teaching Society.
- 2006 *The Robert Jedicke Silver Apple Award* from The Graduate School of Business, Stanford University

Publications:

Articles

- French, J.R.P., Jr., Sherwood, J.H., and Bradford, D.L., "Change in Self-Identity in a Management Training Conference" in Journal of Applied Behavioral Science, 1965, 1, 210-218.
- Gurin, G. and Bradford, D.L., "Motivational Issues in Reaction to Job-training Programs." (Paper presented at the APA Meetings, September 1965.)
- Rabow, J., Fowler, F.J., Jr., and Bradford, D.L., Hofeller, Margaret A. and Shibuya, Yuriko, "The Role of Social Norms and Leadership in Risk-taking," Sociometry, 1966, 29, 16-27.
- Bradford, D.L., Gadlin, H. and Koen, F., "Two Levels of Learning: The Task-oriented T-group." (Paper presented at the APA Meetings, September, 1966.)
- Bradford, D.L., "The Futuristic Organization." (A review of The Temporary Society by Bennis and Slater) in Contemporary Psychology, 1971, 16, 383-384.
- Bradford, D.L., Sargent, A.G. and Sprague, M.S., "Executive Man and Woman: The Issue of Sexuality," in Francine Gordon and Myra Strober (eds.) Bringing Women into Management, New York: McGraw-Hill, 1975.
- Bradford, D.L. and Klevansky, S., "Non-Utopian Communities - the Middle Class Commune," in K.C.W. Kammeyer (ed.), Confronting the Issues, Boston: Allyn and Bacon, 1975.

Bradford, D.L. and Eoyang, D., "On the Use and Misuse of Structured Exercises," in Cary Cooper (ed.), Developing Social Skills in Managers: Advances in Group Training, London, MacMillan, 1976.

Bradford, D.L. and Bradford, L.P., "T-Groups and Sensitivity Training," in Volume XI of the International Encyclopedia of Psychiatry, Psychology, Psychoanalysis, and Neurology, 1977.

Mezoff, R.M., A.R. Cohen and D.L. Bradford, "A Dialogue on 'Treating the Classroom as an Organization'" in EXCHANGE: The Organizational Behavior Teaching Journal, 1979.

Bradford, D.L., "A Model of Trainer Development," in Advances in Experiential Social Processes, Volume II (ed. by Alderfer and Cooper), New York: John Wiley & Sons, 1980.

Bradford, D.L. and Cohen, A.R., "Responding to Student Challenges," in EXCHANGE: The Organizational Behavior Teaching Journal, 1981, Volume VI, #2, 20-26.

Bradford, D.L. and Bradford, L.P., "Temporary Committees as *Ad-Hoc* Groups," in Groups at Work (Ed. by Roy Payne and Cary L. Cooper), New York: John Wiley & Sons, 1981.

Bradford, D.L., "Some Potential Problems with the Teaching of Managerial Competencies," in EXCHANGE: The Organizational Behavior Teaching Journal, 1983, VIII, #2.

Bradford, D.L., "What is the Future of Applied Group Dynamics" (A review of Making Groups Effective by Alvin Zander) in Contemporary Psychology, 1983, 28 (3), 674-675.

Bradford, D.L., "An Exercise in Career Counseling," in The Organizational Behavior Teaching Review, 1987, XI, #2.

Cohen, A.R. and Bradford, D.L., "Influence without Authority: The Use of Alliances, Reciprocity, and Exchange to Accomplish Work" in Organizational Dynamics, 1989, Vol. 17 (3), 4-17.

Bradford, D.L., "Building High Performance Teams" in The Portable MBA in Management, Organization and Leadership. Ed. by A.R. Cohen, New York: John Wiley & Sons, 1993.

Bradford, D.L., "Personality Conflicts or Differences in Work Styles?" in Vision/Action, 1995, Vol. 14, #3, 3-8.

Bradford, D.L. and Cohen, A.R., "The Asian Art Museum of San Francisco." Published by the Paul Getty Trust, 1999.

Bradford, D.L. “The Challenge of a Team” in The Portable MBA in Management. Ed. by A.R. Cohen. 2nd edition. New York, John Wiley & Sons, Inc. 2002

Cohen, A.R. & Bradford, D.L. “Power and Influence in the 21st Century” in Organization 21st C: Someday All Organizations Will Lead this Way. Ed. by S. Chowdhury. New Jersey, Financial Times-Prentice Hall. 2003.

Cohen, A.R. & Bradford, D.L. “The Influence Model: Using Reciprocity and Exchange to Get What You Want” in The Journal of Organizational Excellence, Winter, 2005 pp. 57-80

Bradford, D.L. & Burke, W.W., “The State of Organization Development” in the Handbook of 21st Century Management, Sage Publications, 2008.

Books

Bradford, D.L. and Cohen, A.R., Managing for Excellence: The Guide to Developing High Performance in Contemporary Organizations, New York: John Wiley & Sons, 1984.

Bradford, D.L., Group Dynamics, Palo Alto, CA: Science Research Associates, 1984.

Cohen, A.R. and Bradford, D.L., Influencing without Authority, New York: John Wiley & Sons, 1990. [2nd Edition published 2005]

Bradford, D.L., and Cohen, A.R., Power Up: Transforming Organizations through Shared Leadership. New York: John Wiley & Sons, 1998

Bradford, D.L. & Burke, W.W., [Eds.] Reinventing Organization Development. San Francisco: Pfeiffer/Wiley, 2005

Cohen, A.R & Bradford, Influencing Up. New York: John Wiley & Sons, 2012

Training Programs

Developed, in conjunction with Wilson Learning Corporation, a 3-day program on high performance management (1987) titled Managing for Excellence, program includes: Instructor's Guides, Participant's Workbook and video tapes.

Developed package to teach an experiential interpersonal skills course titled Interpersonal Dynamics. Package includes: Teacher's Manual, Class Activities Guide, Student Self-Assessment Book and class readings (1989).

Developed (with Allan R. Cohen) a 2-day program with ODI on dealing horizontally and upwards in organizations titled Influence Without Authority (1990). The program includes an Instructor's Guide, Participant's Workbook and videotapes.

Developed (with Allan R. Cohen) an interactive intra-net program with 9th-House titled Resolving Interpersonal Issues (2000).

Developed (with Allan R. Cohen) two, 2-day training programs on “Interpersonal Influence” for lab – ssj in Brazil. (2001)

Developed (with Allan R. Cohen) a MOOC on “Entrepreneurial Leadership.” 2014