



**David Maxfield, PhD**

VP of Research and Senior Consultant, VitalSmarts

For more than twenty-five years, David Maxfield has led research and consulting projects involving dialogue skills, performance improvement, and conflict management. David did his doctoral work in psychology at Stanford University, and has taught at Stanford University and the Marriott School of Management at Brigham Young University. He currently sits on the faculty of Stanford University's certification program in Advanced Project Management. David has won many awards including Motorola University's Distinguished Teaching Award and Stanford University's Dean's Award for Innovative Industrial Education.

Currently, David is the Director of Research at VitalSmarts, a research-based consulting and training firm that has worked with more than three hundred of the Fortune 500 firms. At VitalSmarts, David has led a series of consulting and research projects on the role crucial conversations play in the healthcare industry and how they affect medical errors, employee retention, and patient satisfaction.