



Dennis D. Doran

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Dennis D. Doran, a leading expert in the construction industry with more than 30 years of experience, is the author of the highly praised book *Soft as Steel*, which focuses on the vital importance of developing and valuing soft skills. He has dedicated himself to providing business leaders in all industries with the tools to be successful—not just in business, but in life and relationships. Doran delivers an inspirational message with humor and dynamic energy, motivating his audience to act and make a change. He posits that apprentices today are not entering the workplace in the same manner or facing the same challenges as in the past. The most critical skill involved in these current challenging times is communication. Better communication equals better relationships. Poor communication equals misunderstanding and conflict. Soft skills are the difference maker, particularly in extraordinary times. Doran brings a multifaceted perspective to discuss the core issues affecting all industries: relationships, processes, continuous improvement, and ethics and integrity. He has been a sought-after speaker who combines his long, varied experience with his entertaining and motivating style of presentation to a wide range of topics that affect us all. Doran is a graduate of the University of Maryland–Robert H. Smith School of Business.