

# **Allison Alford, Ph.D.**

**Clinical Associate Professor of Business Communication at Baylor University**

Waco, TX, US

Communications expert and author who studies the roles of daughters and mothers in the family structure

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## **Biography**

Dr. Allison M. Alford earned her Ph.D. in Communication Studies with an emphasis in Interpersonal Communication from The University of Texas at Austin in 2016. She also has an M.A. from The University of Texas at Austin in Communication Studies and a B.A. from Texas A&M University in International Studies with minors in French and Public Relations. She is a Clinical Assistant Professor in Business Communication in the Management Information Systems Department in the Hankamer School of Business. Allison began Good Talk Communication Consulting in 2016 after 13 years of teaching in colleges and universities, working with students ages 17 to 70, from freshman to graduate students and professionals. She noticed a need from those entering (or returning to) the workforce to polish their communication skills. The best way to fill this need is with one-on-one meetings targeting each person's goals and abilities. As a consultant, Allison helps clients create big ideas and coaching for interpersonal relationship success. A coaching session or consultation may include writing copy, editing, goal setting, generating ideas, problem-solving, and a lot of listening. Trained in conflict resolution and teamwork strategies, Allison provides tools and tips through both coaching and workshops to improve the way your group interacts. Not only are these strategies valuable in clients' personal lives, but additionally many clients have indicated that these skills are the very thing that helps them get ahead and stay ahead in business. Dr. Alford conducts research on adult daughters and discusses this valuable family role. Dr. Alford advocates for creating and using language that reflects the effort and energy necessary to perform various family roles. In sum, her research shows that daughters are providing support, nurturing, and more, but we cannot call this 'mothering.' Instead, she describes the work and effort that daughters provide their mothers as 'daughtering.'

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## **Industry Expertise**

Women, Education/Learning, Corporate Training, Writing and Editing, Professional Training and Coaching

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## **Areas of Expertise**

Daughtering, Mother-Daughter Relationships, Roles of Daughters, Roles of Mothers, Conflict Resolution, Interpersonal Communication, Business Communication, Problem-Solving, Goal-Setting

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## **Education**

**University of Texas - Austin**

Ph.D. Communication Studies

**University of Texas - Austin**  
M.A. Communication Studies

**Texas A&M University**  
B.A. International Studies

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## **Accomplishments**

### **Editor: "Constructing Motherhood and Daughterhood Across the Lifespan"**

This book explores the complex dynamics between mother and daughter over the lifespan. The editors believe that these vital family roles are socially and communicatively constructed, shaped, and molded as mothers and daughters navigate, respond to, and negotiate cultural and familial discourses.

### **Teaching Excellence Award Nominee**

Baylor University Hankamer School of Business (2018)

### **Faculty Honoree**

Zeta Tau Alpha annual professor reception (2017)

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