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THE FOCUS IS ON YOU IN 2012

TLD GROUP LEADERS DISCUSS TECHNIQUES FOR IDENTIFYING TALENTS AND BUILDING STRENGTHS

Webinar of Presentation to be Offered February 29, 2012

NEW YORK, NY February 1, 2012 – The Leadership Development Group’s recent presentation to members of the Healthcare Businesswoman’s Association’s Greater Philadelphia Chapter focused on how to identify talents and build strengths in the New Year. “Too often we focus on our weaknesses and spend our time trying to either compensate for them or repair these flaws instead of nurturing/developing our natural strengths,” said Tracy Duberman, Ph.D., President and Founder of The Leadership Development Group. “A new year brings with it a time of renewal and reflection, a time to focus on understanding our signature strengths and translate those into personal and career success.”

Tracy was joined by her colleague, Senior Consultant, Edana Desatnick who talked about translating strengths into success, “You need to understand yourself, your individual strengths, interests and passions, in combination to what your organization needs, and then be able to share that combination with others on how you specifically can add value.” Edana explained. “In order to achieve your future goals it is helpful to translate your vision into a concrete plan with clear action steps, stakeholders identified that can support you, and clear metrics of success to measure your progress.”

In this high energy and interactive workshop, attendees gained an understanding of how to identify their natural strengths, how to build their own brand and visibility, how to increase their development impact, and how to enhance their own contribution. “Your presentation was outstanding and fits nicely with some of the themes that our team has been focusing on during the last year,” said Jim Lajeunesse, Solutions Designer/NC COG for Marketing & Customer Solutions at Merck. “Your presentation brought additional perspective to our previous team discussions and gave me some ideas of how our team can reignite that energy.” To view parts of the presentation visit <http://youtube.com/hbagg>.

Marie McDonald, Senior Director, Regulatory & Quality, Quintiles Consulting and Program Chair for HBA’s Greater Philadelphia Chapter said, “First of all, HATS OFF to you and Edana. The positive feedback on the program has been **pouring** in! Secondly, the desire for a webinar has intensified, and we really want to offer this opportunity to hear your presentation again to both HBA members and nonmembers.” Tracy and Edina will present this session in a Webinar on Wednesday, February 29th. To register to attend [click here](#).

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As President and CEO of **The Leadership Development Group, Inc.**, Tracy Duberman, Ph.D. brings with her a wealth of experience in the field of leadership development, partnering with clients to develop solutions to their leadership and organizational challenges. **Edana Desatnick** has over 20 years experience as a human capital and organization development, HR strategy, and leadership consultant, executive coach and educator. Edana works extensively with senior executives and HR leaders on their key talent and organizational issues across many industries including healthcare, professional services, consumer, and industrial products industries.

ABOUT THE LEADERSHIP DEVELOPMENT GROUP

The Leadership Development Group (TLD Group) is an executive assessment, leadership coaching and group development firm dedicated to enhancing executive and organizational effectiveness in multiple industry groups, with a clear focus on the healthcare industry. TLD Group partners with thought leaders who deliver insights and services that enable physician leaders and senior executives to lead more effectively. For more information on TLD Group, visit www.tldgroupinc.com and

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WEBINAR DETAILS:

Learning Objectives

1. Gain an understanding of how to identify your natural strengths and the strengths of others
2. Create the elevator speech about your strengths to help build your brand and visibility
3. Increase your development impact and overall results by focusing on your strengths versus your weaknesses

Agenda

12:00 PM - 12:05PM	Introductions & Learning Objectives
12:05 PM - 12:45PM	Content by Tracy Duberman, Ph.D. and Edana Desatnick
12:45 PM - 1:00 PM	Q&A /Closing Remarks

Speakers

[Edana Desatnick](#)

The Leadership Development Group, Inc

[Tracy L. Duberman](#)

The Leadership Development Group, Inc

Registration Information

Event is open to: HBA members and nonmembers

Registration deadline: February 27, 2012 Onsite registration: Is NOT allowed (webinar)

[Click here to register](#)

Member rate:

\$25 until February 27, 2012

Nonmember rate:

\$45 until February 27, 2012

Group Rate for 15 or more:

\$350 until February 27, 2012