

Siren Interactive Sponsors Chicago-Area HBA Discussion

February 15, 2007

Siren sponsors the Chicago Healthcare Businesswomen's Association appearance of Eileen Woods speaking about "Leveraging Your Strengths for Career Development and World Class Performance."

Siren Interactive sponsored **Eileen Woods'** appearance before the **Chicago chapter of the HBA** to speak about **utilizing** the Gallup Clifton **StrengthsFinder** Assessment. At the event, attendees were encouraged to participate in the discussion of their Assessment results. Participants reviewed their top five strengths and learned ways to counterbalance their weaknesses with those strengths.

Eileen is a founding partner of Agentive, bringing over 20 years of consulting, general management, sales management, training, and sales experience to the organization. Since 1994 Eileen has been an independent performance development consultant primarily focused on the medical and pharmaceutical industry. Her goal has been to help clients increase the effectiveness of their sales and management teams. Eileen is also an independent certified Gallup strengths coach and has used the Gallup Clifton StrengthsFinder Assessment to help individuals and organizations maximize their strengths for increased productivity.