

Desiree Bauer ~ Bio

Alberta-based “*Whole Brain Thinking*” expert, Desiree Bauer, has a history of drawing together diverse teams to reach common goals. She was the President and CEO of the award-winning Blindman River Regional Development Agency, a grassroots movement that partnered five different municipalities and their citizens to generate several successful economic and community development initiatives. Subsequently the Economic Developers Association of Alberta nominated her “Economic Developer of the Year”.

On her way to a stellar career in economic development, Desiree discovered that her true passion was people development, specifically the development of individual and team excellence. Fueled by a desire to teach people how to unlock their potential, Desiree studied first under Dr. Katherine Benziger (BTSA) and then under Herrmann International (HBDI™)*, two of North America’s foremost authorities on thinking style preferences (strengths) and their impact on individual success, health and wellness. As part of the 21st century’s “strengths movement”, Desiree teaches her clients how to achieve personal and professional excellence by identifying and engaging their own unique natural strengths.

With great excitement, she opened her business in 2003 under the name of Synapses: Brain Based Thinking, initially serving small groups of adult learners around Alberta. A move to Red Deer in 2006 provided the opportunity to re-brand the business as 2020 Mindsight Professional Development Services. Under the 2020 Mindsight business banner, Desiree delivers executive level professional development sessions, on-site corporate training, exclusive one-to-one workshops and the HBDI™. Her workshops and presentations are focused upon the power of cognitive diversity and inclusion to bring out the very best in her clients.

Desiree has served on various Central Alberta boards including the *Blindman River Regional Development Agency* (President and CEO), *Rimbey Chamber of Commerce* (President), the *Leadership Centre of Central Alberta* (Director). She was a National Member of the *Canadian Association of Professional Speakers – Edmonton Chapter*. She is a certified HBDI™ Practitioner, certified *ChangeWorks™* practitioner, contributing author to *Quantum Success* (www.quantumsuccess.biz) and a member of the *Canadian Society for Training and Development*.

Desiree currently serves on the Board of Directors of the *Alberta Women Entrepreneurs (AWE)*. As well, she is the 2009-2010 Chair of the *Red Deer Chamber of Commerce Ambassadors*.

**The Herrmann International method has its roots in work that began at General Electric and has been validated by more than 25 years of research, including a database of results from more than 2,000,000 assessments. The Herrmann International approach is taught at the Wharton School of Business and has been featured in books and leading publications including the Harvard Business Review*