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In her role as the Director of the Southwest Florida Leadership Institute, Dr. Baskin has partnered with organizations of all sizes—from Fortune 500 companies, large national airlines and regional healthcare systems such as Lee Health to luxury Caribbean resorts and club clubs, regional universities, nonprofits, and public-sector agencies - to bring cutting edge, research backed Leadership training to SWFL organizations. Her programs are trusted by executives and HR leaders alike because they drive measurable growth, increase alignment, and build internal capacity at every leadership level. She is a frequent keynote speaker, having delivered dozens of high-energy talks including “*The Art of Awkward*,” “*Why Good People Do Bad Things*,” and “*Unlocking Ownership Mindsets*.”