



## Understanding Talent Optimization



Join recognized Orlando business experts and distinguished guest speakers for a forum where best strategies and tactics for growing your business profitably are explored for 2019 and beyond



Most businesses have a business strategy that differentiates them in the marketplace. While many business owners and executives believe they have a good handle on their people processes, turnover, missed goals and opportunities, unsatisfactory performance, and low productivity all say otherwise.

Today, Talent Optimization should be owned by leaders who are responsible for their business strategy. This discipline teaches you how to create and implement a people strategy that drives your business results.

In this Workshop, hear experts who, using technology tools, utilize a strategic approach to communicate with, recruit, analyze and assess top performers and how to use analytics to improve business outcomes.

### YOUR SPEAKERS



**Johnny Hughes, CEO of Designzillas**—helps top brands dominate the web in today’s digital age. Johnny will speak on B2B LinkedIn marketing best practices, demonstrating tactical strategies on how to drive qualified leads and recruit talent through the world’s largest professional network.



**Nicole McMurray, Regional Leader AppleOne Employment Services** — Since 1964, AppleOne has connected the best people, their talents, career goals, and aspirations with the best companies. In her segment, Nicole will speak on defining the roles that are right for your strategic hiring process, and then how to create a plan to support and engage your new team members.



**Dolly Penland, President & CEO of Business Results**, helps companies improve their bottom line by addressing their most valuable resource: their people. In this interactive presentation workshop, Dolly, together with **Ray Watson of CEO Nexus**, will address the four steps required to create a talent optimization strategy. They will also facilitate a CEO Spotlight panel featuring two successful executives who have had direct experience in using the tools they will discuss.



**Dr. Charu Raheja, CEO of the TriageLogic Group and Continuwell** – has developed strategy and utilized technology and people to drive innovation and better usage of health resources.



**Linda Murphy, RN, BSN, COS-C, CDP, RN-BC, CEO of Concierge Home Care**, a regional home health care consortium, has in 4 short years, become one of the largest providers in all the areas they service.

### EVENT DETAILS

Thursday, October 24, 2019  
Networking & Breakfast – 7:30am  
Program – 8:00am to 12:05pm

### LOCATION

VALENCIA COLLEGE – WEST CAMPUS  
1800 S. Kirkman Road  
Building 8, Special Events Center  
Orlando, FL 32811

### REGISTER ONLINE

[Understanding Talent Optimization Event](#)

### CONTACT US

407-579-5700



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Your participation supports further inter-relationship between Florida Business Leaders and Valencia College in its mission to develop future leaders for Central Florida’s small businesses.

