

# HANDEL GROUP

---

CORP

CORPORATE CONSULTING & EXECUTIVE COACHING

CONTACT:  
Beth Weissenberger  
646-326-5293 cell  
[beth@handelgroup.com](mailto:beth@handelgroup.com)

[handelgroup.com](http://handelgroup.com)



## HG Corp | For corporations and businesses

We specialize in creating a radically different company culture that rewards honesty and inspires innovation. We tailor our services to refocus your leadership and staff in a new context of candor, accountability and solidarity. We foster a higher standard of personal and professional integrity and believe that happiness throughout an organization produces extraordinary results. Together, by integrating these core values into your organization, we build a remarkable and successful future.

## Handel Group®

We are a renowned corporate consulting and life coaching company dedicated to teaching people how to realize their personal and professional visions. Our straightforward and innovative method has changed the lives of thousands of private and corporate clients and has been taught in over 50 educational programs including MIT and Stanford Graduate School of Business.

## Our Strategy

We address the success of a corporation by focusing on the individuals. We offer a unique opportunity to address many challenges facing a business, from leadership development to the often-overlooked challenges of repairing damaged working relationships. We teach the language of accountability and we champion Personal Integrity®. Our corporate work develops effective, straightforward communication skills in the workplace and fosters the creation of practices and behaviors consistent with our clients' highest vision for their organizations.

# Corporate Services

## Visionary Leaders Produce Extraordinary Results

### Cultural Transformation

Your company's growth and success is built upon the foundation of its culture, an aggregation of past experiences, history, relationships and leadership. A foundation not necessarily created by design, but often by default. Using a variety of offerings crafted to the needs of your company, including Building Honest Cultures, Enhancing Success, Leadership & Team Development and Executive Coaching, we help YOU helm and design your company's present culture and build the exact foundation you desire to achieve your dreams.

### Executive Coaching

Executive Coaching is at the foundation of every service HG Corp provides. We work intently with leaders and high-potentials to expand their capabilities, create a vision and produce exceptional results. We develop Personal Integrity, inspire a new standard of transparency and elevate all relationships. We design, implement and maintain a proactive plan tailored to the specific needs of your leaders and consistent with the highest vision of your company.

### Building Honest Culture

Our Building Honest Culture Program is the cornerstone for altering your organization or team's culture. Our proven systematic approach allows people to dismantle, once and forever, longstanding issues and develop a new and inspired standard of working dynamics that are productive, effective and self-sustaining. We upgrade your organization to a new operating state, one of compassion, candor, camaraderie and accountability.

### Enhancing Success

Our Enhancing Success Program is designed to propel projects, processes and new endeavors. Through a customized program, we shift you and your team's perspective, create a clear, inspired and unified vision and drive the results you want.



A vertical bar on the left side of the page, composed of 12 squares of varying shades of blue, from light to dark.

## Corporate Seminars Customized and Compelling

### Power of Your Personality

To fully impact its results, a company must wholeheartedly and honestly understand its makeup. With compassion and a shared goal of team and success, we guide participants to explore their personality traits, beliefs and theories that have led to both the certain successes and possible failures of the company. We enable people to, with ease and even a sense of humor, tell the truth about their tendencies, see their accountability and design an alternate way of being in order to create the extraordinary results each and everyone of them desires.

### Personal Integrity and Accountability Model

This workshop trains participants in one of our core principles, Personal Integrity, and lands each participant in being 100% accountable for their results. Participants will design intended outcomes, complete exercises that will allow them to not only see who they have been being in the past in connection to their results, but to create a new inspired and productive context moving forward in which to see themselves, their own leadership and others. The path to achieve the success they deeply desire becomes clear, specific and attainable.

### Communication and Hard Conversations

Often, our most important relationships are the most riddled with complexity, and the most significant and vital conversations are often the ones most avoided. This workshop trains participants in having effective, clear, direct, candid and compassionate conversations. We address the preconceptions and misconceptions that often sabotage successful communication. We teach participants how to have any difficult conversation with grace and ease. Yes, any. Participants gain a new level of confidence, clarity and accountability in dealing with both everyday and high stakes communications.

### Accountability: Being The Author

This session trains its participants to be responsible for the very results they desire. Participants become clear of and deal head on with their self-limiting and company-limiting thoughts and instead learn how to author and spearhead their dreams. They emerge from this workshop more self aware, reignited with their desires, and wholly accountable for producing the exact results they want to achieve.

## Client Reviews

### Dreams Are Made of This

Gary McGeddy  
EVP of Fairmont Specialty  
A division of **Crum & Forster**

*"In short, since I met HG Corp, my company has gone from \$60M to half a billion! I attribute much of the success to HG because they got us to become authors of our lives and to kill everything that impedes extraordinary results. Also, it's worth noting that, the new CEO of Crum and Forster Holdings just hired HG Corp for all of it's organizations due to the impact they had on us. Don't delay in hiring them, they will help you take your company to a level of success and create a culture that you can't fathom today."*

Corporate HR Group  
**Tiffany & Co.**

*"(HG Corp team), you were wonderful! A shock to our system, smart bold and fantastic. You were a catalyst for change."*

Lynn Hazan  
EVP/General Manager & CFO  
**Epic Records**

*"HG Corp team led Sony's RED division and 25 of their women employees with a very artful blend of compassionate listening and complete vigilance, and has had a profound impact on the climate of the company. Both on an individual basis and with respect to the larger vision, HG rocks. They delivered the principles of promises and consequences, weather reporter vs. author, chicken and brat, and in a way that was impactful, engaging, clear and funny. I was surprised how they had us wanting to participate publicly about areas of our lives that are typically not discussed in a work environment. People walked away wanting more!"*

Simon Medley  
Group Vice President  
Fine Chemicals, **BASF**

*"Following a successful business turnaround involving tough portfolio decisions, hard restructuring measures and a strong focus on business process excellence, I hired HG Corp to bring balance to our leadership style. I wanted to energize and inspire a battle-weary team to drive for new achievements in sustainable, profitable growth and have fun doing it. In the five months that we worked with HG Corp, leadership behaviors and relationships among colleagues have improved significantly. We have a more open working culture, greater respect and understanding for one another, and smiles are back – it's a remarkable success story."*

Paul Senecal, CBSE  
President  
**United Services of America & Melillo Maintenance**

*"Through working with HG Corp, I have been more focused on improving the quality of my relationships by focusing on taking care of people. When I 'come from the heart' I find I am better able to achieve my desired result and instead of 'collateral damage' I end up with the support of those who helped me get there! They also do not let me get away with any BS!"*

Lisa Judson  
Senior Vice President  
Audience Marketing, **AOL**

*"In a remarkably short period of time HG Corp has transformed our Marketing team by instilling high levels of Personal Integrity and accountability into the DNA of our organization. Their results-driven process has had an immediate ROI in both productivity and personal satisfaction."*

## Industry Experience

The tenets of Handel Group® have become core foundational values serving clients across all industries.

### Music and Entertainment

Live Nation  
Ticketmaster  
Epic Records  
AMC  
J Records

### Publishing

NYT  
Vogue  
Boardroom

### Lifestyle Organization

Core Club  
Equinox  
Dangene

### Event Planning

Colin Cowie  
Bentley Meeker  
Burning Man

### Hospitality

Alison 18  
Greenwich Hotel  
Benjamin Hotel

### Media and Advertising

AOL  
Ogilvy  
JWT  
Uniworl  
Mediabrand  
UM  
Initiative

### Staffing and Recruiting

Adecco  
Renaissance Leadership

### Engineering and Equipment

#### Manufacturer

Von Roll  
B & W

#### Building Maintenance

AffinEco

### Healthcare and Hospitals

NYU Pain Clinic  
NYT  
Signature  
Brigham and Women Hospital  
(teaching affiliate of Harvard  
Medical School)  
daVita

### Pharmaceutical

Purdue Pharma

### Technology

Aviat  
Dropbox  
Linkedin  
Crunchbutton

### Real Estate

Edens  
Dakota Partners

### Banking

Edens  
BNP Paribas  
Banco Santander  
Citibank  
BBVA

### Private Equity & Hedge Funds

HGI Capital  
Rational Wave  
Premium Point

### Insurance

D.W. vanDyke  
Fairmont Specialty  
Crum and Forster

### Law

Hartsdale Ruben  
Sherman Sterling

### Luxury Brands

Mulberry  
David Yurman

### Consumer Products

Crate and Barrel  
D'Addario

### Government Contracting

RN Solutions  
Synectics for Management  
Decisions

### Government

US Government – Administration for Children and Families  
New Zealand Trade & Enterprise  
Belgian Consulate

### Education

Columbia University  
Palm Beach School district  
MIT  
Stanford  
NYU

### Energy and Chemical

#### Companies

Liberty  
Chevron  
TVA  
BASF

## HG Corp Coaches



### Beth H. Weissenberger

Co-founder; President HG Corp & HG Sports

Beth's introduction to the value of The Handel Method® was on a phone call with her younger sister, Lauren Zander. She was deeply affected by the rich value of her sister's coaching. It was the first time that Beth truly understood and recognized the genius of Lauren's methodologies. Combining Beth's leadership and initiative with Lauren's innovative approach and vision, Handel Group was born.

Beth, assisted by her executive team of Presidents and Managing Partners, has developed Handel Group into a company that now comprises Corporate Consulting, Private Coaching, Educational, Sports and Media Divisions. Beth is a masterful coach and personally coaches our most senior executive clients as well as leads corporate seminars on a variety of topics. She was also a featured Executive Coach on Businessweek.com where she wrote articles and appeared in educational videos, addressing topics that related to leadership development, organizational integrity and other important corporate issues.

Beth has worked with both public and private companies delivering results that included doubling sales, integrating previously "warring" divisions and identifying the obstacles to signing multi-million dollar contracts in short timeframes. Her ability to evolve corporate culture and bring about exponential financial growth has become her legacy.



### Shir Nir

Partner & CEO

Shir brings more than 20 years of experience working with executives, teams, and organizations to increase performance and create organizational, personal, and financial growth. Throughout his career, Shir has focused on working with senior executives to expose and enhance their innate abilities to lead effectively. Shir combines his wide business experience in industries such as energy, engineering, chemical, petroleum, manufacturing, retail, financial, consulting, and service with The Handel Method to enable executives and organizations to fulfill their goals and objectives.

Shir is a master executive coach and an expert in designing and creating innovative solutions and approaches that combine a business focus with personal development, leadership creativity, and interpersonal relationships. His work consists of designing and leading programs, seminars, and one-on-one coaching sessions that inform and inspire people, leading them to produce unimaginable results in their careers. Shir is an expert in designing and implementing wide cultural initiatives that evolve an organization and its people. He works with and leads executive teams to impact the results of their organizations and enhance organizational alignment and productivity. Shir leads and supports senior executives in their goals to produce unprecedented success.

## HG Corp Coaches



**Gabriella Jordan**  
Principal HG Edu, SVP HG Corp

Gaby Jordan not only leads with a high degree of expertise, but also sets an example of living a life of her own design. Having mapped out her future in law at an early age, Gaby graduated magna cum laude with a B.A. in Political Theory from the University of Pennsylvania.

She went on to pursue a law degree at Columbia University where she was a Harlan Fiske Stone Scholar. For 15 years, she was a partner in a prestigious New York law firm specializing in litigation. The qualities of teamwork and partnership which attracted her to that firm presented themselves again in a more entrepreneurial environment as Gaby was invited to be a Vice President of Paradigm Direct, a direct marketing company.

Lauren Zander then approached Gaby to come on board at HG. It was clear that her expertise in program development and unique background in training and mentoring seminar leaders qualified her to lead Handel Group Education Division. Her vision as Principal is to offer life skills and tools that enable individuals to deal with their lives truthfully.

Gaby has contributed to and been consulted on a number of articles in publications including the *Harvard Business Review*, *Ebony Magazine*, and the *Huffington Post*. She has also appeared on the television show *Exhale* on the Aspire Network on overcoming past hurts and addictions and on NBC's the Good Fight featuring HG work in the NYC public schools.



**Will Craig**  
SVP HG Corp, Executive Coach

Will works with executives, teams, and organizations to elevate their performance and enhance their successes. He guides individuals and teams to design their leadership and clarify unseen obstacles to their effectiveness. He trains leaders and team members how to tell

the truth and collaborate in a way that allows them to unlock opportunities, achieve new results, and gracefully produce needed changes.

Since coming on board with Handel Group six years ago, Will has accrued several thousand hours of experience as a coach and senior coach using The Handel Method.

Earlier in his career, Will honed his people-skills and ability to design organizational culture in schools. He has worked as an elementary teacher, head of an elementary program, and as a teacher trainer. As a parent, he founded and operated an Early Education business that served many families, and was Educational Director for *Partners With Parents*, a top tutoring and educational consulting company in NYC. He co-designed and implemented the process and operations for Handel Group Coaching for Minors.

Will has been involved with several Handel Group Media projects, appearing in programming on the A&E network and on *The Dr. Phil Show*.

## HG Corp Coaches



**Rosa Walsh**  
Executive Coach

Rosa brings great depth garnered from life and work experience to her career as an Executive Coach for Handel Group. With over 20 years as a professional in industries and organizations such as banking, finance, retail and nonprofit, Rosa has served in varied capacities including grants management, financial auditing and sales territory administration as well as compensation design for large organizations.

Since joining Handel Group Rosa's primary focus has been to coach and work intensively with individuals and executives in a range of fields. Her work currently includes organizational and cultural assessments for Handel Group's clients. In addition, she works with executives and teams to support and enhance their personal and organizational success, thus producing intended outcomes. Rosa's clients range from small business owners across the United States to executives in large organizations looking to enhance their careers as well as their capacity to produce results consistent with their organization's vision. Her thorough understanding of the method has enabled Rosa to assist in coaching and developing executive coaches in training for Handel Group.



**Osnat Nissani**  
Executive Coach

With over twenty years of experience in training thousands of individuals, Osnat Nissani joined Handel Group's family of corporate coaches. Osnat has mastered the Handel Method and her expertise includes relationship development and management, professional effectiveness, personal integrity, productivity, leadership and creativity. Osnat coaches executives one-on-one to enhance their leadership and ability to align their team and organization. Her keen listening enables her to connect with people and inspire them to evolve and realize their full potential. Osnat balances her compassion with a fierce courage. She models this courage for her clients as she leads them to a full realization of their own talents and potential.

As a business executive, Osnat relied on her entrepreneurial spirit, artistic eye and creativity to personally pioneer and develop a jewelry line that was later sold to stores owned by one of the largest buying groups in the United States. She uses her business experience to train executives in the language of accountability to reduce time and bring immediate resolution to issues and challenges.

## HG Corp Coaches



**Chrisa Zindros**  
Executive Coach

Chrisa brings over a decade of management and executive level leadership to the Handel Group. Having served as Director and Vice President for many notable companies; Chrisa has worked alongside C- level executives building brands and spearheading the launch of various divisions. Her responsibilities have spanned marketing strategy, project management, talent development, creative direction and consumer experience.

For the last 9 years, Chrisa has been working as a coach, teaching individuals how integrate the Handel Method into their lives. She leads workshops, corporate retreats and works privately with individuals and teams. In her practice, she has helped business leaders, entrepreneurs and corporate executives build their careers, enhance their results, improve communication, better manage their time and transform personal and professional relationships.

Originally from Connecticut, Chrisa now lives in Manhattan with her husband. She is an avid traveler and reader.



**Carmen Hughes**  
Coach, Principal Diversity Training

Carmen Hughes is working with Handel Group to develop and execute the organization's Diversity strategy. With 20 years of Wall Street experience, Carmen trains individuals and teams to elevate their performance and leadership.

Prior to joining Handel Group, Carmen was an Executive Director and Head of Campus Recruiting and Pipeline Development for Chase Bank (a subsidiary of JPMorganChase). In this capacity, she was responsible for creating the National recruiting, mentoring, and promotional strategies across 6 consumer businesses. In addition to recruiting, Carmen designed the curriculum for the 2-year rotational Chase Leadership Development Program for both analysts and associates.

Before transitioning to Human Resources, Carmen spent 17 years of her career at JPMorgan Securities (a subsidiary of JPMorganChase) on the trading floor. She started as an analyst in operations and was quickly promoted through the ranks to an Executive Director and Generalist on the Institutional Fixed Income Sales team. Most notable, she implemented several key diversity programs for Blacks and Hispanics with measurable success.

## HG Corp Coaches



**Tyreek Moore**  
Principal HG Sports, Staff Coach

Tyreek joined the Handel team to lead the Sports Division. He has over 20 years of management and business experience in both public and private sectors. He supports sports industry professionals in maximizing potential by raising their personal integrity. Tyreek believes when everyone is holding themselves accountable, and an entire organization is in alignment, the results are profound and extraordinary.

As a coach with Handel Group Tyreek helps his clients acknowledge and leash the traits that are preventing them from attaining their goals. His experience and proficiency in business process engineering and project management make him a valuable resource to management team members looking to increase organizational efficiency while at the same time raising the integrity with which they operate.

Tyreek has been an entrepreneur and a trailblazer since 2006. His firms have provided resources to private, nonprofit and educational institutions. He has always been driven by a deep desire to help people live inspired and fulfilled lives.

Tyreek earned his Bachelor of Science degree in Computer Science from Boston University and his Master of Education degree from Harvard University. As a professor at Monroe College, he has taught courses in Entrepreneurship, Project Management, Principles of Management, Systems Analysis and Design, Social Media Marketing, Website Marketing and Implementation and Sports Management.

He believes happiness trumps all things in life. A positive perspective and dedication to embracing the journey more than the destination is paramount to achieving fulfillment.

**Interested in one of these workshops for your team or company? Get the conversation started with an email to [beth@handelgroup.com](mailto:beth@handelgroup.com).**

**HGCorp.Coach**  
**Follow Handel Group on LinkedIn**

