



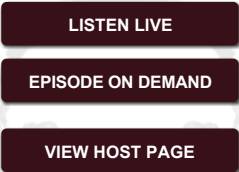
**Innovating Leadership, Co-Creating Our Future**  
**Tuesday at 11 AM Pacific**  
**September 4th 2021: Finding Strength By Assessing Your Team Part 2**

As the second part of this interview, the discussion with Allison Duquette of CampusLogic and Joe DiDonato of Baker Communication continues with Maureen, going deeper into the ways Allison integrated assessments in both her current sales team, selection of sales managers, and new hires. Assessment tools boost the efficacy of hiring the right candidate for the job...yet most managers still hire by "gut feeling." That's a mistake Allison overcame, and in so doing, learned assessments can make the difference between firing someone, and figuring out where they can thrive.



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Tuesday at 11 AM Pacific  
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**Featured Guests**



**Joe DiDonato**

Joe DiDonato is the Chief of Staff for Baker Communications, a leader in Sales Training and Transformation, and writes for the Forbes Business Development Council. He's received the Lifetime Achievement Award in education by Elearning! magazine's panel of judges; served on for-profit and non-profit boards as Chairman or Board Member; ran Oracle's and PeopleSoft's worldwide education programs; and has helped to successfully launch 21 EdTech companies at Knowledge Universe. His roles have ranged from VP and C-level positions to Board level positions, and he's considered a thought leader in the world of sales and corporate education.

[Read more](#)



**Allison Duquette**

Allison Duquette is the Chief Revenue Officer for CampusLogic, a student financial success platform incorporating scholarship management, financial aid verification, and more. Prior to joining CampusLogic in 2017, she led the global sales and marketing team for the campus commerce and security business unit with Blackboard Inc., one of the largest education technology companies in the world. Previously, she held senior roles in other education services organizations, including Pearson, Think Through Learning, Spectrum K-12, and National Computer Systems.

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