

## As Americans' Trust in Government Reaches an All-Time Low, Insight MD Launches "Leading with Authenticity" Seminars

*-Former Fortune 500 Executives Pinpoint Methods to Move Beyond Inertia and Improve Wellness-*

*-Only 34% of Americans Trust Congress's Ability to Handle Domestic Problems (Gallup)-*

**October 15, 2013 – Columbia, MD** – As the U.S. Congress continues to rack up historically low trust ratings from its citizenry – 34% as of September 26, 2013, according to Gallup – two former *Fortune* 500 executives today announced the launch of their first two Executive Women's Breakfast seminars entitled "Leading with Authenticity." The first seminar, on October 18<sup>th</sup>, has SOLD OUT. A second seminar date has been added and will take place at the Tower Club in Tysons Corner, VA on November 15<sup>th</sup>, 2013 from 7:30 to 10 a.m.

"We believe inauthentic leadership is a key contributing factor in the government's crisis of trust amongst its citizens. The lack of authentic leadership not only impacts trust, but going through your day like a chameleon can lead to medical and psychological problems," commented Z. Colette Edwards, MD, MBA, founder of Insight MD, a healthcare business consultancy. "Authentic leadership is exhibited when people act and express themselves in ways that are consistent with their values, desires, and emotions. Achieving and sustaining that authenticity is possible, but must start with the genuine desire to listen to each other," added Charlene Rothkopf, founder and president of the Wellness Consulting Group.

### **STARTLING HEALTH IMPACT OF INAUTHENTICITY**

Perhaps one of the most surprising aspects of this seminar will reveal the detrimental health impacts of inauthenticity and the resulting effect on cognitive and mental abilities. When individuals are subjected to acute levels of stress over a prolonged period of time, the biological and psychological responses are alarming, and include:

- Impaired decision-making
- Reduced concentration
- Memory impairment
- Damage to nerve cells
- Impaired learning
- Anxiety and fear

The presentation also will focus on the core tenets of authentic leadership, including living ones' values, how to align public and private presentations of self, and accepting the need for and reality of life's trade-offs. Space is limited. To register, visit: [www.AccessInsightMD.com](http://www.AccessInsightMD.com)

**About Insight MD:** Founded by Z. Colette Edwards, MD, MBA in 2011, Insight MD is a healthcare business consultancy that connects its clients with comprehensive insight to put healthcare innovation into action. Three distinctive yet fully integrated layers of insight drive our strategy: that of a physician, an MBA-trained executive, and an integrative wellness coach. We deploy clinically informed, business-focused strategies, paired with the discipline of an elite coach to drive results for employee benefits brokers, healthcare consulting firms and large, multi-specialty group practices and health systems.

Dr. Edwards is available for media interviews. Please contact Amy Christopher at [amy@christopherconsult.com](mailto:amy@christopherconsult.com) or 443-956-0660 for scheduling.