

DEBRA MAGNUSON, M.A.

Senior Consultant



Office Location:

Minneapolis, Minnesota

Clients Served:

- ASML
- Avery Dennison
- Hewlett-Packard
- Medtronic
- Reynolds & Reynolds
- Royal Dutch Shell

Academics:

- B.A., Studio Arts, Northern Illinois University
- M.A., Counseling Psychology, University of St. Thomas

Professional History:

- Partner, ReFirement Group
- Manager of Sales Education, Marshall Fields
- Instructor, College of St. Catherine

Expertise

Debra Magnuson is a senior consultant in Leadership Development Services. She is skilled in both program design and facilitation, and is frequently called on to facilitate high-level programs. Deb also has experience in curriculum design, sales training, coaching, and career counseling.

Prior to joining PDI in 2006, Debby was a partner in The ReFirement Group, a consulting firm specializing in intergenerational communication, leadership development, and executive and personal coaching. She is co-author of *The ReFirement Workbook*, which was produced in partnership with PDI. She is also co-author of *Nation Building: Realizing the Dream Through Strategic Planning*, produced for the Banff Centre for Leadership.

Debby has over 20 years of experience as a corporate sales and leadership training specialist. She was with Marshall Field's stores (formerly Dayton's and Hudson's) for 17 years, and worked with their stores in Chicago, the Twin Cities, and Detroit as manager of sales education. Currently she is an instructor of the Leaders of the New Millennium program at the College of St. Catherine in St. Paul.

Results Achieved

- When a software firm needed leadership development, Deb was part of the team that designed and facilitated a comprehensive leadership development process.
- A division of an agribusiness firm sought better collaboration and teamwork among managers. Debby designed and delivered a series of programs that improved communications and teamwork across functions.
- A steel manufacturer needed to improve leadership skills across the organization. Debby partnered with a team to design and deliver programs on coaching, change management, and leadership skills. The program has reduced turnover rates and improved management effectiveness.

Partnering Advantage

A strong facilitator, Deb is good at building relationships across functions. Her knowledge and solid experience help her see answers to challenges and provide effective, cost-efficient solutions.