

ABOUT THE AUTHOR

Elizabeth George

Elizabeth George is founder of Searchlight LLC (searchlightcom.com), communications consultants for leaders who want to dig deep, engage fully, and be real. At Searchlight, we partner with leaders to build communications strategies to inspire those they lead; shape organizational cultures to become purpose-driven workplaces that align and unify; and develop messaging strategies that inform, excite and drive change through a variety of channels.



Elizabeth is an executive with international experience who has worked at the most senior levels of two Fortune 100 companies and is known as a strategic collaborator who brings people together to do great things.

At Humana, Elizabeth led the internal communications team whose work was recognized with national and international communications awards. She worked closely alongside Humana's Management Team, establishing Humana's senior leadership meetings, leading the creation of its inspiring values and developing executive messaging to win the hearts and minds of its employees as it embarked on a transformation to change healthcare. Elizabeth's previous career at Merrill Lynch took her to London, England where she developed a talent for building teams and new functions, and realized a passion for cultural understanding.

Elizabeth is happiest when travelling with her husband and two daughters, bringing creative ideas to life, and sitting down for a Lebanese meal.