

# SPOKEies™ University with Gini Dietrich

[Gini Dietrich](#), Lead Blogger at [Spin Sucks](#) and CEO of [Arment Dietrich](#), spoke with Founder of [The SPOKEies™](#), [Doug Simon](#) about authenticity in leadership communications. She also touched on the importance of using data to drive results and attain business goals. Watch below for more of Gini's insights.