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Speaking of success ...

Entrepreneur helps clients become better communicators
By ROGER PIERCE -- www.bizlaunch.ca

Business people make dozens of presentations every day, from little one-minute phone calls to classic boardroom sales pitches.

"We help people to learn the art and skill of presenting with power and persuasion," says entrepreneur Suzanne Sherkin.

Sherkin owns Highborn Communications (www.highborncommunications.com), a company that simply helps people communicate more effectively. Highborn offers specialized communications training through corporate workshops, personal coaching sessions and conference presentations.

"Everyone makes presentations of one sort or another," explains Sherkin. "Most presentations are about informing, inspiring or influencing someone. In short, good communication is about persuasion."

Sherkin says she got into her business because she loves speaking in front of an audience and wanted to help others feel the same joy. She also wanted to share her considerable communications experience gleaned from working for 25 years in both the public and private sectors.

"We've all met great communicators," she says. "The ones we likely remember were people who grabbed our attention and imagination with their compelling stories, confidence, passion and articulation."

As an entrepreneur Sherkin admits she's had to learn patience. "No matter how fast I want everything to happen, no matter how much I crave immediate success, I've learnt it's a slow climb up the ladder of success."

Sherkin says her future plans are simple. "I wake up every day eager to inspire and motivate people to become better communicators, particularly in the workplace," she explains. "Having better communication skills means listening more to each other, being clearer about what you say and how you say it, being heard and getting your own messages across."



Suzanne Sherkin isn't afraid of public speaking and her company helps clients to conquer that fear.