

Angela DeFinis

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Angela DeFinis is an industry expert in presentation skills and speaker coaching. She has spent over twenty years helping business professionals communicate with greater poise, power and passion. Using her signature Line by Line™ coaching process, Angela and her talented staff have trained business leaders and other professionals to speak with increased skill and confidence in engaging any audience. A “gifted coach,” Angela’s compassion and energy create an environment where every individual can fully discover the elegance and power of successfully communicating with others. Her focus is in helping speakers do just one thing—come alive!

Before turning her attention full-time to speaker training Angela facilitated leadership programs, led strategic meetings and team building efforts, and trained professionals in sales techniques, communication skills and career development. The common thread that ran throughout her work was always “persuasive communication.” Early in her career she worked in theater and frequently calls on this background by incorporating acting techniques into her programs.

Angela grew up in a restaurant family in Washington D.C. surrounded by people for whom persuasive speech was a way of life. Regular customers at her parents’ two Italian restaurants included such distinguished politicians as former Speaker of the House Thomas “Tip” O’Neill, Representative Gillespie V. “Sonny” Montgomery, and legendary Senator Robert C. Byrd. Angela saw these powerful statesmen in action, communicating effortlessly, creating relationships, telling stories and engendering trust in those around them. These early impressions sparked her interest in understanding the deeper forces at play in persuasive communication and led her to pursue work in this field.

Founded in 1997, DeFinis Communications, Inc. offers presentation skills programs and speaker coaching to clients in diverse industries. The company enjoys a reputation for high quality training, compassionate coaching and exceptional customer service. Clients include Autodesk, Avista Corp., Blue Shield of California, Charles Schwab, Coldwell Banker, Earthjustice, Hewlett Packard, Mother Jones Magazine, Levi Strauss, Puget Sound Energy, Sendmail, Sun Microsystems and Tyco Electronics.

Angela holds a BA in English and a M.Ed. in Counseling. She is a member of the American Society for Training and Development, the National Speakers Association and the National Association of Women Business Owners.

Angela reveals her coaching secrets in a chapter in the compendium, *Roadmap to Success*, to be published in April 2008. In her book, *Everyday Persuasion: The 7 Principles of Powerful Business Presentations*, she shares her unique brand of powerful techniques to help everyday speakers deliver informative, compelling and persuasive presentations.

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