

*Is your organization dulled by negativity, stress overload, declining service, lack of teamwork or poor communication?*

*Provide relevant techniques, tools and tactics they will implement!  
Polish-up interpersonal communication skills for sparkling results!*

## 7 Secrets to Connect

- ☆ Discover easy-to-use methods to establish rapport and instant connection with others.
- ☆ Gain instant credibility with any listener, boss, client, co-worker, prospect, vendor...
- ☆ Learn simple ways to reach the head and heart of others... using genuine communication!

### Tailor your session to spotlight specific objectives and desired outcomes:

- improving customer service
- building trust and teamwork
- interpersonal and networking skills
- conducting productive meetings
- handling critical issues for results
- submitting proposals and ideas
- boosting sales and marketing efforts
- preparing and giving presentations
- interviewing, recruiting and retaining talent
- delivering train the trainer programs
- relaying updates to shareholders
- refreshing active listening skills

\* Sessions include valuable reference handouts.

Engaging, interactive, highly-tailored programs that rekindle the spirit, raise the bar and create excitement!

### Available internationally as on-site and virtual:

- Conference Keynotes & Breakout Sessions .....60-120 minutes
- Seminars, Workshops & Training ..... 45-90 minutes to 3 hours
- Retreats & Boot Camps ..... 1-3 hours to Full-day (7-8 hours)
- Individual and small group coaching & consultation

*Bring out more Brilliance in your organization!*



**Schedule Sheryl Roush for your event!**

Sheryl@SherylRoush.com • SherylRoush.com  
CEO, Sparkle Presentations, Inc. • Based in New York



Clients include:



# Bring out more Brilliance in your organization!

“While at Starwood Hotels & Resorts I had the pleasure of working with Sheryl for four years, and over 150 of the managers were wowed by her training prowess, which had a major impact on the organization. We would recommend Sheryl to any other company, whether in the hospitality industry or not, as a trainer and public speaker.” - Tim R. Mulligan, J.D., Area Director of Human Resources, Starwood Hotels & Resorts

“Her training has helped bring the management team of the Zoo to another level altogether, and we look forward to each new class she brings to our organization.” - Tim R. Mulligan, CHRO, San Diego Zoo Global

“Sheryl’s expertise is communication skills for the workplace and she re-energized us to get back to the workplace. Many of us in our industry have been either laid off or furloughed... Sheryl was a breath of fresh air... Although the conference was virtual, she was able to bring the session to life. Sheryl engaged in real time and in the chats. This was not like most other virtual sessions I have been part of. This is the second time we have had the opportunity to have Sheryl as part of our education and connecting opportunities.”

- Shelley Albanese, Region 7, International Association of Venue Managers (IAVM)

**Clients include:** for larger list, click on “Partial Client List” at <https://sherylroush.com/about>

## Banks, Financial & Legal

Ass’n of Legal Administrators (ALA)  
Bank of America, Union Bank  
Healthcare Finance Mgmt. Ass’n (HFMA)  
Société Générale Bank, NY  
UCLA Financial Division  
Verizon Wireless - Finance Division

## Education

Alliant International University  
Bucknell University - SBDC, PA  
Calif. Ass’n of School Business Officials  
Gemological Institute of America (GIA)  
Los Angeles Unified Schools (120 programs)  
University of California-Berkeley  
University of Denver  
University of Pittsburgh

## Government

City of Revelstoke, BC, Canada  
County of Los Angeles, CA  
Management Council and 9 Agencies  
County of San Diego, CA  
Leadership Shelby, Shelbyville, KY  
Morrison County Government, MN  
National Rural Water Ass’n (NRWA)  
U.S. Census Bureau, Economic Division

## Healthcare

Abbott Laboratories, GlaxoSmithKline  
Am. Ass’n of Healthcare Mgmt. (AAHAM)  
Ass’n for Healthcare Admin. Professionals  
Baptist Memorial Health Care Corporation  
Gen-Probe Technologies, Inc.  
Kaiser Permanente - Physician Recruiters  
UCLA’s Arthur Ashe Wellness Center

## Hotels, Hospitality & Travel

California Department of Transportation  
Century Plaza Hotel, Beverly Hills, CA  
Loews Coronado Bay Resort, Coronado, CA  
Marriott, Sheraton, W and Westin Hotels  
San Diego Zoo & Safari Parks  
Southwest Airlines  
Themed Entertainment Ass’n (TEA)

## IT & Communications

AT&T, Lucent Technologies, US West  
IBM’s Women in Management  
Intuit Turbo Tax® executive sales team  
Intuit IT Department

## Real Estate

Century 21, New Jersey corp offices  
Institute of Real Estate Management (IREM)

## International

Athena Int’l Women, Doha, Qatar  
Deepak Chopra’s lecture team  
Hong Kong Baptist University, Hong Kong  
Institute Teknologi Mara, Malaysia  
Int’l Ass’n of Administrative Professionals  
Int’l Ass’n of Venue Managers (IAVM)  
Int’l Society of Event Specialists (ISES)  
Jones Day international law firms  
Mattel, Inc.  
MENSA International  
Mitsubishi Motor Sports  
New Strait Times, Singapore  
Philip Morris of Asia, Hong Kong  
SDC Technologies, Inc.  
Singapore Press  
Sony  
Southeast Asia Speakers & Trainers Bureau  
Stampin’ Up!  
Symantec Software Int’l, Norton Utilities  
The Leader’s Edge, Philippines  
Toastmasters International  
U.S. Olympic Training Center  
- as Director of the Speakers Bureau  
Women in Publishing Society, Hong Kong  
Women in Transportation, Int’l (WTS)  
Y Access, Manama, Bahrain

**Sheryl Roush** is a subject matter expert, author, consultant and presenter on communication: in person; in public, in print and online. CEO of Sparkle Presentations, Inc., based in New York, she works with organizations to activate authentic connection which results in increased engagement, morale, service, trust, collaboration, innovation and business. Experienced, Sheryl has presented well over 3,500 on-site programs in 13 countries in the past 35 years, and has virtual presentations since 2010. She is a Certified Virtual Presenter, and Zoom awardee. Active in the National Speakers Ass’n since 1990, both the Los Angeles and San Diego Chapters awarded her their “Member of the Year.” The Hospitality Human Resources Ass’n (HHRA) selected her their “Vendor of the Year.” Toastmasters Int’l (TI) honored her with the 2009 Presidential Citation for enhancing global communication and leadership, selecting her from 260,000 members. Sheryl was the youngest female to earn TI’s Accredited Speaker credential in 146 countries (1993). With her degree in Commercial Art, Sheryl is an award-winning graphic designer and marketing consultant. A 17-time author, and the State of California’s 2016 Author of Influence awardee, her books include: *Sparkle-Tudes!*, *Heart of a Military Woman* (2009 Best Inspirational, San Diego Book Awards), *Heart of a Toastmaster* (2014 Best Anthology, Int’l Book Awards), and *Solid Gold Newsletter Design* (which became a marketing course book at the University of Ottawa in Canada).



**Schedule Sheryl Roush for your next event! [Sheryl@SherylRoush.com](mailto:Sheryl@SherylRoush.com) • [SherylRoush.com](http://SherylRoush.com)**