

Talking the Talk

For 56-year-'young' Phil Schibeci, his love of talking has turned into a full time job, travelling the country to teach people how to become powerful communicators.



What's the name of your company?

My company is called Phil Schibeci

Seminars, and I help people be the best they can be by teaching them to be effective and powerful communicators. I'm a corporate speaker and workshop facilitator, as well as an educator, coach and author. During the past 21 years I have empowered organisations and individuals, both personally and professionally, to achieve peak performance in public speaking, communication and leadership. I teach professionals in various businesses and organisations the skills to create a passionate workplace so that enthusiastic staff can all work towards achieving the goals of their business.

How long have you been in business?

21 years part time, and four years full time. Prior to that, I was working in design drafting.

How did the idea for your business come about?

A long held passion and interest in personal development.

What has been the most difficult challenge you've had to overcome?

Motivation and discipline, as well as effective marketing.

What has been the most effective form of advertising for your business?

Word of mouth referral and networking.

How important is social media to your business?

It's essential as it maintains my profile and



allows me to spread my message and let people know about upcoming events, as well as providing some education and so on. Also, keeping myself abreast of what's happening out there.

What do you think the Federal or State Government could do to help make it easier for small business?

Provide more practical education and training especially when starting out. Things such as mentoring services for instance.

What are your plans to expand the business?

In the short term: Focus on my 5 simple steps to master public speaking and turn the fear into fun as a result of the positive response I've had to my recent national radio and television interviews on this topic.

In the long term: Keep building my profile as the industry leader in my area of expertise.

Is there anything else you'd like to add?

In my first book, How to Get Out of The RUT Race, I've put together a practical guide that provides readers with the tools to get out of a rut and achieve major life and business goals. This book will inspire you to take control of your life and your business, reconnect

with your passion and achieve all your professional and personal goals.

My second book, Self Made, is a joint venture with seven other Aussie business owners sharing their secrets for long-term success. I'm currently working on my third book, which will detail my five steps to speaking success. I am passionate about everyone making their dream a reality.

Despite my many achievements I consider my biggest to be my 33 year marriage and raising two daughters, who as adults, still love to talk to their dad!. 