



News Release

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SBA, Financial Times and Liminal Group Offer Free Online Communications Seminar for Business Owners

WASHINGTON – An hour-long Internet coaching session aimed at sharpening communications skills for business owners will be presented by Granville Toogood, a former network news producer for NBC and ABC on April 24, from 11 a.m. to noon. The free seminar is sponsored by the U.S. Small Business Administration, *Financial Times* newspaper and Liminal Group, a company co-founded by Toogood.

During the “*Leadership Communications*” coaching session, broadcast live from New York, Toogood will present tips on speaking effectively with employees, customers, bankers and colleagues at any venue, from a boardroom to a stage in front of a large audience. Demonstrations on steering a meeting and negotiating deals, inspiring employees, and speaking with confidence will be presented during the session.

“Developing the ability to stay on message and convince an audience – be it one customer or a room full of potential investors – is a skill business owners must cultivate in order to succeed,” said SBA Administrator Steve Preston. “This seminar will provide another useful tool for entrepreneurs interested in improving their skills.”

For more information about the event and registration, call 212-546-4625 or visit http://www.liminalgroup.com/lim_webseminar/index.php?dc=sbapress.

Toogood has coached executives and managers from Deloitte & Touche, Morgan Stanley, Swiss Bank, Northrop Grumman, the New York Stock Exchange, and CitiGroup. A former reporter for *Life* magazine, Toogood has written several bestselling books on leadership and business communications.

The *Financial Times* is recognized as one of the world’s leading business publications, with a readership of 1.3 million people in over 110 countries.

Co-founded by Toogood in 2003, the Liminal group is a partnership of executive coaches and organizational consultants helping individuals and corporations position themselves as leaders in their industries.

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