



**Creating success is not always achieved via obvious routes.
Susan White is currently Voice Coach to the architects, Farrells.**

Why does an architect need a Voice Coach?

“Architects have to present in a visually illuminating way. To do this, they need to be able to inspire through conceptual explanations. A few are brilliant at this, but many are not and find it a strain. It really is about the art of persuasion.”

Apart from Farrells, Susan coaches privately, creative teams, drama groups and companies, as well as part-time volunteer coaching at the Royal National Institute of the Blind.

Susan is TEFL-trained (Teaching English as a Foreign Language) and has a diploma in psychotherapy. She is also currently studying a Teaching Diploma at the Guildhall School of Music and Drama.

In the 1980s she worked at Imagination, before becoming an independent communications consultant specialising in developing business-to-business relationships.

“February 2002 I decided to bring all I really enjoy central to my life.”

Susan has combined her passion for the spoken word with teaching, therapy, communication know-how and business experience to create a reputation as a Professional Voice Coach.

“The key to creating your own niche is to know about what you want to do, but to ask, ‘Will this benefit other people?’ If the answer is ‘Yes’, then just go ahead.”

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Susan has since studied at Central School of Speech & Drama, awarded their professional voice coaching MA Voice Studies Distinction, in 2005.