

SHELLEY SIMS
Executive Communication Coach
The Communication Center®



Shelley Sims is an executive communication coach, training designer and project manager with more than 24 years of experience. As a lead course designer and executive communication coach, Shelley designs customized programs that include internal and external communication skills for the corporate environment, delivery skills for executives, and general media and presentation skills development.

During her 17 years with the company, Shelley has conceived, developed and implemented training programs of national scope. In close consultation with key clients, Shelley works extensively with large U.S. corporations, associations and government industries to train executives and spokespersons for appearances in public forums, presentation settings, press conferences and industry teleconferences. These training programs are devoted to the effective management of public image, message development, media relations, presentation and testimony techniques. Original designs for one, two or three-day training packages have included tailored interactive exercises, videotape recordings, visual aids, training videotapes, resource workbooks and PowerPoint slide shows. Multi-day training programs were designed for specific requirements for MBNA Bank, Department of Energy, Disabled American Veterans, Federal Aviation Administration, and The First Church of Christ Scientist, to name a few.

Prior to joining the firm, Shelley was director of training at one of the largest community television stations in the country. In her position at Montgomery Community Television, Shelley established the training department from inception, defining program objectives and developed television production courses. Her training responsibilities included the design of curricula, review of evaluation and certification procedures, and development of supplemental materials. She directed teams to deliver courses on how to both produce programming and to operate equipment, resulting in the supervision of over 2,000 participants in some phase of television production.

Shelley began her career at one of the first local cable TV stations in the country as Program Director, for Channel 12 in Aspen, CO. Subsequently, she coordinated program elements for the ten-part PBS documentary series, *Crisis to Crisis with Barbara Jordan*; helped manage *Women and Movies III Film Festival*, a ten-day showcase of new work at the American Film Institute in Washington, D.C. and was production manager for a production and post-production video service house for government agencies, nonprofit organizations and the private sector.