



# ON POINT COMMUNICATIONS, LLC EMERGES IN STARTUP AND SMALL BUSINESS COMMUNITY, OFFERS MESSAGE DEVELOPMENT, PITCH COACHING

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*After Strong 2016, Owner of On Point Communications Expands Reach in 2017, Launches Virtual Coaching Service*

FORT COLLINS, COLORADO, USA, January 16, 2017 /EINPresswire.com/ -- On Point Communications, LLC (OPC), a communications-based consulting business that opened in 2015, has emerged as a key partner for professionals who seek to refine messages they deliver on stage, online and in publications. On Point specializes in investor pitch coaching and brand consulting. Last month, On Point owner Cindy Skalicky received a 2016 Performance Award from the SAGE community (Social Advisory Group for Entrepreneurs) where she coaches aspiring entrepreneurs. OPC is broadening its reach by adding virtual coaching to its service offerings.

On Point Communications, LLC was founded by Cindy Skalicky, whose passion for crafting, analyzing and presenting messages developed through more than 25 years in the corporate, academic and entrepreneurial worlds. "In order to craft and deliver effective, persuasive messages, speakers need a firm grasp of their audience, their message and themselves," said Cindy Skalicky, Owner at OPC. "Although technology is important, the value of soft skills in business cannot be underestimated. I hear it from professionals at all levels – whether it's a weekly staff meeting or a high-stakes investor pitch - audiences want more out of speakers."

"I first met Cindy when we volunteered together as coaches for the Biz Girls leadership program," said Ashley Colpaart, CEO of The Food Corridor, LLC. "When it was time to refine my pitch for an upcoming competition, I called On Point. Cindy helped me craft my story, wow my audience, and deliver my pitch with authority and confidence. Anyone looking to nail a pitch - or any presentation - will benefit from working with OPC."

On Point also helps entrepreneurs and small businesses define strong brand messages. "Our brand workshops allow clients to think deeply and critically about the essence of their brand," said Skalicky. "We shut the door, turn off phones and put concerted effort into answering questions like, 'Why does our organization exist? What do we value? How are we different and better?'" The answers provide clarity and direction. "Business leaders leave the workshop with stronger messaging that shapes everything from internal documents to client communications to press release language."

On Point now offers its services virtually. "I heard Cindy's storytelling workshop at a conference in Denver, and I knew immediately I wanted to work with her," said Ruth Winden of the United Kingdom, a small business owner in Cambridge, England. "After a virtual session, I signed up for her full branding program that will hone my web site messaging. Living 5000 miles away didn't matter. Working virtually with On Point has been convenient, cost-effective and a real time saver."

On Point has helped businesses in sectors that include venture capital, behavioral health, web development, agriculture, software application, broadcast, hospitality, career services, women's health and more. From one-person startup operations to teams of employees, organizations near and far are learning to master their messages with the help of On Point Communications, LLC.

About On Point Communications, LLC:

Founded by Cindy Skalicky in 2015, On Point Communications, LLC provides public speaking coaching and branding consulting to clients who seek to master their message. An expert public speaker and business consultant with a master's degree in Rhetorical Criticism, Cindy's experience spans more than two decades in the field. Cindy coaches clients on storytelling techniques, content development for pitch decks, presentation presence, rehearsal techniques, brand messaging, public relations strategy and more. To learn more, visit [www.onpoint-communications.com](http://www.onpoint-communications.com)

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