

York Neighbors: A positive force for change

Life coach advises clients to embrace their message with purpose and passion.

By DEBORAH SAYER News Assistant

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Photo courtesy Norene Freeman

Norene Freeman is the owner of Power Talks in Kennebunk.

Norene Freeman makes it her business to ensure that people are viewing their contributions to life from a positive perspective, embracing their passions and stepping out to make a difference.

As the owner of Power Talks, Freeman, a public communications instructor with a background in speech writing and clinical social work, offers career and communications advice for individuals or groups who want to put voice to their dreams or goals, have greater confidence in themselves and effectively convey those ideals to the masses. And, while motivation plays a large role in her approach, Freeman sees herself as a life coach, saying, "motivational speaking gets people fired up, but coaching moves them to action."

With a background in speech training, clinical social work and community theater, Freeman's job is a natural progression that affords her the opportunity to take center stage, give inspiring talks and release that same passion to individuals who call upon her for some help to discover their own voice.

Whether it's a novice who wants to share a dream or a corporate executive who wants to impart a vision, Freeman works with clients to define their goals and clearly relate them with an audience.

"I work with business leaders and (individuals) who have a message they want to communicate," said Freeman, who noted that some are on top of their game professionally but are uncomfortable speaking publicly. She advises clients to use the power of intention to create a positive experience for themselves and their audience.

"Be clear about what your passion is and craft your message in a way that your audience can relate and understand," said Freeman. "Not only emotionally engage them but involve them by connecting with their heart and soul and grabbing their emotions."

Freeman said she was excruciatingly shy as a child whose own voice finally emerged after the death of her parents 12 years ago. She realized then that she didn't want to merely exist. She wanted to live life to the fullest.

A theater performer, Freeman often would hold back during auditions but said, "I determined that I wouldn't let stage fright keep me from having a blast. I would try to focus on having the time of my life."

Freeman embraced those nerves as creative energy. And, today she offers that same advice to clients, encouraging them to put forth a positive mindset, saying it makes all the difference.

ABOUT THE BUSINESS

NAME: Power Talks

OWNER: Norene Freeman

EMPLOYEES: Self

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HOURS: 9 a.m. to 5 p.m.
Mondays through Fridays and by appointment

ABOUT POWER TALKS: Life coach

Norene Freeman works with people from all walks of life to tap into their dreams or visions, craft their message and effectively communicate those ideals with an audience, whether it's for teaching, motivational talks or business presentations.

"I coach people to communicate with purpose and passion and change the world, one talk at a time. Life coaching is all focused on enabling them to express themselves naturally, clearly and compellingly in every situation they are presented. It enables them to focus on why they feel they are here, who they want to be and what they want to do while they are here. That's your way of changing the world."

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