



Vinette Hoffman-Jackson

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The 'Behind my Smile' initiative provides a safe and supportive platform where women can share the stories hidden behind their beautiful smiles. We work in collaboration with the 321 Speak! And 321 Write! Institutes, that teach the requisite expertise needed to share the many stories that are hidden, and may otherwise be forgotten, behind a smile. The initiative also seeks to equip women with the skills needed for effective communication. Effective communication skills are the foundation for expressing one's opinions in a civil way and foster competence in conflict resolution.

MISSION - To provide a voice for the voiceless!

PURPOSE - To help women discover their true inner voice that may have been silenced by trauma, violence, economic deprivation or lack of opportunities.

Vinette Hoffman-Jackson is a BBC radio presenter, International Speaker, Author and

Self-Discovery Life Coach. Born in Jamaica, Vinette migrated to the UK in 2002 as a science teacher. After years in the classroom she reached the point where she felt there was more to her life. Unlike most people instead of remaining cocooned in the security of a 9-5 job and a regular salary she started on her own personal journey to self-discovery.

Vinette discovered she had a talent for speaking and in 2017 represented the UK & Ireland in Canada in the World Championship of Public Speaking. She has also spoken on the TEDx stage. She has won the London Professional Speaker Association 'Speaker Factor' and the BBC new Voices 2019 competition. Vinette is the current UK & Ireland champion for impromptu speaking, and the only person in the UK to win thirteen speaking competitions in one year. She is the immediate past president of Bedford Speakers. Vinette also has a flair for writing and has published four books, one of which was endorsed by Les Brown. Vinette regularly runs workshops for corporate and individuals in 'Effective speaking & presentation' and 'How to live your life like a CEO! Vinette presents her weekly talk show every Wednesday on her local radio www.lurlive.com where she interviews ordinary people with extraordinary stories that are hidden behind their smiles. Vinette is proof that you can have it all as she is also the mother to three boys and a STEM Ambassador. In her spare time (yes she has some) she loves to hike, dance and bake.