





Elizabeth Colón is a Speaker, Contributing Author, & CEO of the award-winning language service company, Metaphrasis Language and Cultural Solutions, LLC. Growing up in a home with two deaf sisters and parents who spoke very little English, Elizabeth saw the many ways that language can become a barrier for individuals who do not have the means to communicate on their own. Her experiences inspired her to become a language advocate and provide a voice for individuals who may not have the means to communicate on their own.

With over 20 years of experience in the language services industry, Elizabeth has garnered national praise for her leadership and expertise in her field with awards such as Crain's Business Notable Entrepreneur 2020, Negocios Now's Latinas in Business Award (2017). She has been named Chicago Business Journal Woman of Influence (2016), the National Association of Women Business Owners, Woman Business Owner of the Year award (2015), the Small Business Administration's Small Business Person of the Year award (2014), and Enterprising Women's Enterprising Woman of the Year award (2013).

In the spirit of giving back, Elizabeth is currently the Board Chair of the Norwegian American Hospital Foundation and was recently installed as the first Latina President of the National Association of Business Owners (NAWBO), Chicago Chapter. Elizabeth served as the Board Chair for 11 years of the Norwegian American Hospital Foundation before stepping down and is now currently serving on the Health Equity Committee, working on addressing the inequities surrounding minority communities.

Elizabeth enjoys sharing her success story with other female entrepreneurs. She works hard to provide women with the guidance and tools necessary to become vibrant leaders and build resilient businesses. In this, she also hopes to open the door for young women who aspire to be business owners.

SPEAKING TOPICS



The Push for Diversity and Inclusion

Growing up Elizabeth Colón experienced firsthand how someone's accessibility to the world around them can be challenged simply due to the language they speak or the abilities they possess. Elizabeth understands the barrier language can create in the world around us. With 20 years of experience in the language service industry, she knows what it takes to make industries more accessible and a place where people are no longer denied service because of accessibility issues. Elizabeth utilizes her experience and firsthand accounts to guide industries on how to become diverse spaces that not only work to meet inclusive hiring quotas, but strive to create strong and empathetic leaders among their employees.

Take-Aways

- How to push back against the language barrier.
- Elizabeth shares her inside knowledge on how to make your business more accessible to all.
- Prove you have the skills it takes to make changes that improve the accessibility of your industry.

Challenge Fear and Self-Doubt

Starting a new business or making a career changing decision can leave you feeling isolated, but you are not alone. After Elizabeth Colón started her own business she experienced trials with self-doubt, but she didn't let this stand in her way. Instead, she used these experiences to teach her how to challenge those fears and turn them into fuel for creating opportunities when others turn you down. Elizabeth's experiences as a businesswoman and entrepreneur have given her the confidence to share how to stop doubting your potential and how to start making it work for you instead.

Take-Aways

- How different strategies can help you deal with self-doubt.
- What she learned through her own experiences with fear while making career leaps.
- Why Elizabeth believes that self-investment will push your endeavors to the next level.

SPEAKING TOPICS

Inspiring Women to Reach Beyond the Million-Dollar Mark



Elizabeth Colón enjoys sharing her success story with other female entrepreneurs. She is continuously working hard to provide women with the guidance and tools necessary to become vibrant leaders and build resilient businesses. She hopes to open the door for women who aspire to be business owners. In investing in the futures of other women, she is actively working towards fostering a future where women in business reach beyond the

million-dollar mark. Not only will you gain a better understanding of her personal journey to a million, you will learn how to take her experiences and apply her success to your next business ventures. Creating a community of hard-working millionaire women.

Take-Aways

- Learn tips for fostering a sense of community in the business world.
- Find out how to push your careers farther as a businesswoman today.
- Elizabeth shares the tools you need to succeed and reach the million-dollar mark.

The Power of Negotiation

Growing up interpreting the world around her for her parents who didn't speak English and struggling to understand her two deaf sisters allowed Elizabeth Colón to understand the power of being understood. She has built a career in helping others get their point across and breaking past language barriers. In doing so, she has strengthened her understanding of the true power behind negotiation. She believes that all people deserve the chance to be understood and has the tools in her arsenal to share how others can make changes to the way they recognize negotiation as a means for success in all that they do.

Take-Aways

- Shares how her experiences as an interpreter, gave her the tools to help others negotiate.
- The biggest mistakes people make when negotiating.
- How negotiating can change the way you find success.

SPEAKING TOPICS



The Value of Yourself

After Elizabeth Colón was told she was underqualified for a position she helped create by a previous employer, she made one of the most difficult decisions of her career. She decided to find value in her own ideas. Feeling inspired and believing she could change others' lives through her services, Elizabeth founded Metaphrasis Language & Cultural Solutions. She now works to help others push past barriers and inspires corporations to be a place of inclusivity. Because of her own decision to find value in her abilities, she is helping others find their potential and inspiring them to make the changes they need to reach success.

Take-Aways

- Why Elizabeth believes that monetizing your ideas can turn them into thriving business endeavors or career moves.
- How finding value in yourself can help yourself gain confidence as an entrepreneur.
- The value of new sources for inspiration and how they help you push past positions that limit opportunities.

The Hard Journey to Success

Though she first started her career as a medical interpreter, Elizabeth Colón soon found herself limited by opportunities and craving to starting her own business. Drawn to work more broadly in language accessibility Elizabeth, created Metaphrasis Language & Cultural Solutions with a mission and only \$500 in her savings. In the beginning Elizabeth experienced the trials of business first hand. She found herself feeling alone in an industry where community and the tools for success are often built along the way. Elizabeth didn't let the hard journey to success stop her. Instead, she found a way to propel her successes and prove the power of passion.

Take-Aways

- Learn from Elizabeth as she shares her own story to success and what she learned along the way.
- The best ways to challenge your goals, even in the face of adversity.
- Why Elizabeth believes there is no single journey to success, but trials will unite a community of business leaders who can push past the limitations before them.

SPEAKING TOPICS



Finding Your Own Resiliency

After 20 years in the language services industry, Elizabeth Colón shares her story as she continues to spend her time fighting for those experiencing language barriers. Growing up in a home with two deaf sisters and parents who spoke very little English, Elizabeth saw the many ways that language can easily become a barrier for individuals who are unable to communicate with the world around them. Her experiences growing up inspired her to become a language advocate and provide a voice for others. Today, Elizabeth is continuing to make a difference by proving to others the true potential of resiliency.

Take-Aways

- Elizabeth shares what happens when you don't walk away from the hard battles.
- The benefits of inspirations in the face of challenges.
- Why finding potential in your experiences can create change and help work past adversity

Finding Authenticity

In business, having a presence of authenticity can be crucial to how you are perceived by others. When starting her career, Elizabeth Colón found that when she wasn't being her true self and others took note. This inauthentic energy seemed to make her more intimidating to others, which was far from the way she hoped to be perceived. From this experience she learned to let her guard down and how to show her true self to those around her. Now instead of being feared by colleagues, she is praised for her warm and welcoming energy when she enters a room.

Take-Aways

- Find out why your professional persona might be impacting opportunities for growth.
- Learn how you can harness the power of authenticity.
- Understand the value of authenticity through Elizabeth's personal journey.

Speaking Topics

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Elizabeth is a role model for women business owners. As an authentic leader and successful businesswoman, Elizabeth helps to support, guide, and grow female entrepreneurs every opportunity she gets. When I met Elizabeth she immediately supported my business growth by inviting me to join NAWBO and welcomed me as a member of her Mastermind group. Since then, through her inspiring stories, lessons, and the positive energy she brings to every room, I've made leaps in my personal and professional growth. She is relatable and genuinely dedicated to the success of women entrepreneurs. She makes a difference and is the type of person you want in your corner.

- **Candace D. Washington** /Pivotal Impact Learning

Dynamic, Amazing, Wonderful, Enthusiastic! These are noted words for people who are motivational. Elizabeth embodies those and much more. Let's just say Irreplaceable. Her story, so insightful, and impactful gives anyone and everyone the mentality of, "I Can Become What I Am Chosen To Be!". She is so relatable, I had to have her for as many speaking events as she would allow me. She truly helped our organization move forward.

- **Quinton James**, Partner TrueMentors

With "Diversity and Multiculturalism" being the past buzz, now in 2021 it has evolved to a call for "Diversity and Inclusion". Elizabeth is an authentic example of how important language is as not only do the words matter but bridging the meaning behind words cannot be done thoroughly without the bridge of an interpreter. From a stage, her personal story shows she is called to purpose in her mission as a beautiful person, inside and out, called to serve all. I highly recommend her and would stand by her as a fan, a friend, and a supporter."

- **Nicole Martin**, Chief Empowerment Officer, HRBoost LLC.

Having had the opportunity to see Elizabeth speak on several occasions, I still love hearing her present as often as possible! Elizabeth has so much incredible experience to share, and the information she shares come from a variety of topics including lessons in business, personal branding and female empowerment. She shares from the heart and really knows how to connect with her audience in a meaningful way. I always learn valuable takeaways that I can apply to my own life in real time. Thank you, Elizabeth, for sharing your journey so freely to help others achieve more!

- **Melissa M. Lagowski**, CEO/Founder/Queen Bee, Big Buzz Idea Group

AWARDS



Awards