



Shermeena Rabbi

**Managing Director
Consultant Speech & Language Therapist
Unlocking Language: Private Speech &
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What does your current role involve?

Leading the company and ensuring all employees buy into the company vision. Setting the overall strategic direction and planning and implementing long term business strategies to achieve the company's objectives. As a healthcare entrepreneur I focus on developing innovative solutions and services to meet speech therapy demands.

What was your first role after graduating?

It was a mixed post in the NHS. 3 days in an acute hospital and 2 days in a paediatric clinic. The role also offered rotation which gave me the opportunity to work in the community with both caseloads. This exposed me to understand our roles with both caseloads and ultimately help me decide what I wanted to specialise in within my first role, I was so lucky and loved it!

At what stage did you decide which area of the profession you wanted to work in?

At university I loved the dysphagia module and my acquired communication disorders placement. After my first post I developed a strong interest in working with teenagers with DLD. After 8 years of practice I found an interest in early language delays and bilingualism.

How did you progress from your first role to your current job?

I ensured each of my roles allowed me to grow clinically and professionally. Early on in my band 6 role I started to develop leadership and professional skills. I took posts in established hospitals and organisations to learn and share best practice. I always had an interest in developing healthcare and I started to notice certain areas that I believed could be improved in the public healthcare system; better ways to provide therapy and produce excellent outcomes. Hence why I started Unlocking Language!

How have you used CPD to help you progress in your career?

It has helped me to be reflective with both my practice and as a supervisor. It has been a systematic way to maintain, improve and broaden my skills year after year. It has increased my self-esteem, expertise and enabled me to continuously learning. As a learner this makes me more adaptable, more reflective with my performance, more effective and making sound business and clinical decisions.

My advice to students looking to get into my current area of work:

Follow your dream! Network through meetups, workshops and talks. Get involved in projects and that develop other skills to not only speech and language therapy as this gives you a varied skill set. Get a fantastic mentor right from the start!

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