



communication that connects the dots between customers • colleagues • communities • results

IN OUR FAST PACED, DIGITALLY-DRIVEN WORLD, THE WAY WE COMMUNICATE AS LEADERS HAS NEVER BEEN MORE IMPORTANT. CONTACT US TODAY TO DISCOVER HOW YOU CAN DEVELOP GREATER IMPACT AND INFLUENCE WHILE ENGAGING AND ACTIVATING OTHERS. THROUGH OUR EFFECTIVE COMMUNICATION BEST PRACTICES YOU'LL DISCOVER HOW TO SET THE RIGHT TONE, DRIVE BUSINESS OBJECTIVES, WORK WELL WITH OTHERS AND BUILD YOUR PERSONAL AND ORGANIZATIONAL BRAND. WE ARE COMMITTED TO ASSISTING YOU IN GAINING A COMPETITIVE ADVANTAGE THROUGH EXTRAORDINARY COMMUNICATION.

## Everyone communicates. Everyone has a story to tell. Everyone presents.



Whether you are the CEO communicating a vision, a business launching your brand, a sales professional presenting your new product, a leadership team facilitating a customer focus group, a manager conducting a staff meeting, or an executive facing the media – you are presenting a message to your audience. The effectiveness of your message relies on your ability to be a triple threat – someone who can develop and deliver strong visual, vocal and verbal messages. In today's competitive marketplace, the better you are at communicating your story, the better your results will be. Mari Pat Varga can partner with you to:

- BECOME A COOL, CALM AND CONFIDENT SPEAKER
- CREATE A COMMUNICATION TOOLKIT WITH KEY MESSAGES THAT STICK
- ENGAGE CUSTOMERS AND EMPLOYEES THROUGH COMMUNICATION BEST PRACTICES
- ELEVATE YOUR STATUS AS AN EXPERT WITH THE MEDIA
- DEVELOP YOUR LEADERSHIP TEAM TO EFFECTIVELY CASCADE KEY ORGANIZATIONAL MESSAGES
- INCREASE YOUR VISIBILITY

## Choose from three partnering options:



Speech coaching is a committed partnership and personalized process to help individuals become comfortable and confident in their ability to effectively deliver their message in front of an audience, no matter what the size. In today's highly competitive business arena where technology is omnipresent, the ability to differentiate through effective communication will set you apart. Speech coaching can be organized around ½ day or full day sessions. Coaching sessions can include

- Videotaping
- On-the-spot Feedback
- Preparation and Organization
- Message Development
- Visual and Vocal Improvement Strategies
- Tactics for Impromptu Speaking
- Relaxation Techniques
- On-site Presentation Critique
- Speech writing

We engage in "public speaking" every day. From delivering a speech, to conducting a conference call, facilitating a team meeting or having a one on one conversation. The ability to present well is key to any leader's success. Our OnPoint presentation skills training helps you move past insecurities to be able to engage and inspire. You will learn how to

- Organize and prepare effectively
- Create clarity and focus
- Deliver with confidence
- Manage challenging situations
- Personalize your presentation
- Integrate stories and examples
- Calm nervous energy
- Develop thought leadership

Our training provides multiple opportunities to practice, receive coaching and build expertise and confidence. OnPoint Presentations can be delivered in 1-2 day training sessions. Video-taping is available.

The next time you need to face the media be sure you have something to say, say it well and make it memorable. Whether through one on one coaching or group training sessions, this process will help you

- Understand the Media
- Manage your Message
- Deliver in a captivating way
- Structure a great interview
- Handle tough questions with ease
- Tell a story that will be remembered
- Be quotable

Connect the dots between your message, the media and results. One-on-One coaching or training sessions are available.



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CONSULTING WITH BUSINESS LEADERS TO **BUILD ORGANIZATIONAL CULTURES** AND COMMUNICATIONS PRACTICES  
THAT **ENGAGE PEOPLE, CUSTOMERS, AND COMMUNITIES** WHILE DRIVING BOTTOM-LINE RESULTS.

## About Mari Pat Varga

**PRESIDENT, VARGA & ASSOCIATES, INC.**

Mari Pat Varga is an author, communication coach, business thinking partner, speaker and trainer. She is a passionate and dedicated advocate for building vital and transparent communication cultures and developing individual communication champions within organizations. For nearly twenty years she has supported businesses and individuals by sharing her communication best practices that engage people, customers, and communities while driving profitable results.



With career roots in radio and television broadcasting, Mari Pat's perspectives and practices derive from her varied professional background – both working inside organizations as a member of the executive leadership team and as an outside consultant to industries as varied as manufacturing, financial services, science, healthcare and technology. She has partnered with everyone from FORTUNE 100 companies to small businesses.

She has assisted organizations in achieving honors such as FORTUNE 100 Best Places to Work, USA Today Make A Difference Award and regional Best Employer recognition, U.S. Chamber of Commerce Corporate Stewardship Award, and Silver and Gold Inspire Awards for Communication.

Mari Pat has served as a visiting faculty member of both DePaul University and Columbia College in Chicago. She is a board member for Let Girls Lead (empowering girls globally <http://www.letgirlslead.org>) and serves on the Advisory Board of A Silver Lining Foundation and is a volunteering member of PAWS Chicago and the Inspiration Cafe. She is a member of the International Association of Business Communicators, the Executives Club of Chicago and the Business Marketing Association.

She is the author of two books (Great Openings and Closings and The Presenter's Journal) along with the video field guide, OnPoint Presentations, and has authored a number of articles on communication excellence. Mari Pat gets to know you and your organization and commits fully to helping you achieve your goals!

### OUR GUIDING PRINCIPLES

**OUR GOAL IS TO HELP YOU ACHIEVE THE SUCCESS TO WHICH YOU AND YOUR ORGANIZATION ASPIRE.  
OUR WORK IS GOVERNED BY THESE PRINCIPLES.**

- We listen intently to learn about your organization and include all stakeholders.
- We leverage your achievements into our solutions
- We aim for an insider's understanding while taking advantage of an outsider's point of view.
- We make our partnership easy and user-friendly.
- We are committed to honesty, integrity, and straight talk.
- We are available when you need us.

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