



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

WE ENSURE OUR CLIENTS DELIVER COMMUNICATION THAT **ENGAGES, INFLUENCES AND ACTIVATES.**

WHAT WE DO



We partner with businesses, not-for-profits, academic institutions and individuals to communicate their story. The better you communicate, the better your results. Whether you are a CEO communicating a vision, a sales professional presenting a new product, a business launching a brand or an executive facing the media - you are communicating a message.

We help you define, deliver and market your message.

THOUGHT LEADERSHIP • SPEECH COACHING • BRAND BUILDING • MEDIA RELATIONS •
VISION ENGAGEMENT • STRATEGIC PLANNING • TEAM BUILDING

HOW WE DO IT



We listen to what you want to accomplish and why it matters to you. From there we design the most effective collaboration to help you achieve your goals. Some clients prefer a long term retainer relationship while others may want a one day experiential training session - others a private coaching session. We align our solutions to what will work best for you.

COACHING • SPEAKING • WRITING • CONSULTING • TRAINING • FACILITATING

WHEN TO CALL



Call us whenever you, your team, or your organization want to:

COMMUNICATE STRATEGICALLY • MOVE PEOPLE TO ACTION • WIN HEARTS & MINDS •
ACTIVATE YOUR VISION • DEVELOP YOUR LEADERS • ENGAGE EMPLOYEES & CUSTOMERS

WHY INVEST



There are so many reasons to invest... Be seen and heard in a crowded market place. Achieve "best company" to work for status. Build customer fans and brand champions. Develop a line of sight between the company's goals and employee actions. Manage acquisitions, restructures, and reorganizations so that they are understood and buy-in is achieved.

BROADER OPPORTUNITIES • MEMORABLE BRAND • INCREASED VISIBILITY •
MORE BUSINESS • RECOGNIZED AS EXPERT

WHO WE ARE

WE ARE A COMMUNICATION AND CONSULTING PRACTICE

dedicated to support businesses and leaders in building organizational cultures and communications practices that engage people, customers, and communities – while driving bottom-line results.



WE PARTNER WITH CLIENTS TO:

- DEFINE, DELIVER AND DIFFERENTIATE THROUGH THOUGHT LEADERSHIP
- POSITION THEM AS EXPERTS IN THE MARKETPLACE
- MASTER MEDIA INTERVIEWS
- DEVELOP COMMUNICATION CHANNELS TO ENGAGE PEOPLE, CUSTOMERS, AND COMMUNITIES
- BUILD HIGH PERFORMING TEAMS THROUGH POWERFUL INTERPERSONAL PRACTICES
- CREATE SPEAKING AND MESSAGING PLATFORMS
- DESIGN CUSTOMER COMMUNICATIONS TO BUILD FANS AND BRAND CHAMPIONS
- FACILITATE STRATEGIC PLANNING OR CONFERENCE MEETINGS TO ACHIEVE OBJECTIVES & SET FUTURE TONE

HOW WE DO IT

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

OUR CUSTOMIZED PROCESS:

Since you and your organization present a unique situation with unique needs, every Varga & Associates engagement is customized. We always tailor our projects, programs, and processes so that what we are providing aligns with the specifics of your situation-your culture, constituents, goals, and objectives.

PARTNERING OPPORTUNITIES AND OPTIONS:

Contact us to discuss the partnership option that will work best for you.

- CONSULTING PARTNERSHIP – PROJECT-BASED OR RETAINER
- ONE-ON-ONE COACHING FOR LEADERS
- FACILITATED OFF-SITE RETREATS
- CUSTOMIZED TRAINING SESSIONS
- KEYNOTES TO KICK-OFF OR CLOSE MEETINGS

OUR CLIENTS

THOSE WE'VE WORKED WITH THROUGH THE YEARS



FINANCIAL SERVICES

American West Bank
FirstBank
Cole-Taylor Bank
Financial Strategy Network
Popular Bank
Marquette Associates
Missouri Credit Union System
Midwest Bank
Wisconsin Credit Union League
Chicago Board of Trade
National Futures Association
Iowa Credit Union League
Morningstar
North Community Bank

MANUFACTURING

Caterpillar
Maui Jim Sunglasses
NTN Bearing

TECHNOLOGY

CCC Information Services
enova

PROFESSIONAL SERVICES

Manpower Group
TopSource
NuVal
Newark / Element 14
Kantar Media
Inland Real Estate
Cole-Parmer

HEALTH

UHC (United Health Care)
MCHC (Metropolitan Healthcare Council)
Humana
ACHE (American College of Healthcare Executives)
Blue Cross Blue Shield
HCSC (Health Care Services Corporation)

EDUCATION

DePaul University
Adler School of Psychology
Loyola University
Columbia College Chicago
Museum of Science and Industry
Speed Museum

SCIENCE AND AGRICULTURE

DuPont
American Farm Bureau
Monsanto

TRANSPORTATION

American Airlines
American Eagle
PACE



**NORTHEAST UTILITIES SERVICES COMPANY –
JOHNNY D. MAGWOOD, CHIEF CUSTOMER OFFICER**

“ Mari Pat is a great asset and added tremendous value as we worked to transform our organizational culture into one that is customer-focused. She created a strong internal communication strategy to help us engage employees and customers. I appreciated that she got to know our organization and team quickly and knew how to leverage our strengths. With her help we developed new communication channels to reach our employees, fine-tuned our strategy, developed forums to collect customer intelligence and build goodwill, while supporting our leadership team for success. She is a strong, positive partner who I would highly recommend. ”

AMERICANWEST BANK – JIM CLAFFEE, PRESIDENT

“ Thank you for all your work and guidance as facilitator for our strategic planning sessions. Particularly helpful, were your broader thoughts and insights into our challenges and your leadership throughout the process. Your participation made a critical difference in the delivery of our messages and our mission going forward. ”

PACE BUS COMPANY – ODETTE SAMUELSON, MANAGER, PROJECT MANAGEMENT OFFICE

“ Mari Pat works with her clients to not only develop a better speech or presentation but she takes you through a process that makes you really think about what you do, the story you want to tell and how to develop clear, intentional outcomes with a higher probability of success. That’s one of her gifts. Her practice is not about simply mastering techniques to communicate but more about helping people discover what’s unique about them. She listens, and is energetically present so that you can find a safe space to explore. ”

COLE-TAYLOR BANK – MARY CEAS, SPHR, SVP - HUMAN RESOURCES

“ Mari Pat is a gifted communicator, mentor and strategist. She made a hug impact on our organization. Through her leadership and partnership we were able to build a culture of on-going, timely and transparent communication. ”

NORTH COMMUNITY BANK – ALBERTO PARACCHINI, CEO AND PRESIDENT

“ From communication coaching and leadership development to strategic planning, Mari Pat, got to know our organization, goals, leaders and team members to ensure that we built a culture of transparency, inclusion and engagement to deliver on our promises to our employees, customers and shareholders. ”

EXECUTIVE DIRECTOR, LARGE HEALTH ORGANIZATION - IT DIVISION, CHICAGO, IL

“ Mari Pat is a phenomenal business leader’s thinking partner. We entered into a comprehensive partnership with Mari Pat to assist us with a variety of objectives that included, leadership development, messaging, engagement and building a coaching culture in our organization. She worked one-on-one with our team members as well as providing dynamic training sessions. We greatly appreciated how she got to know us, listened to our goals and designed customized solutions around them. We hope to have her as a partner for life! ”

ABOUT US

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 robust communication cultures and 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 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** 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!

WE INVITE YOU TO CALL TODAY AND HAVE A CONVERSATION

Find out more about some of our signature programs:

- THOUGHT LEADERSHIP: DEFINE, DELIVER, MARKET
- ONPOINT PRESENTATIONS
- COMMUNICATE FOR ENGAGEMENT
- BRANDYOU: MAKE MEANING, BE MEMORABLE
- WIN WITH THE MEDIA
- THE LANGUAGE OF LEADERSHIP



CALL TODAY

