

We make sure our clients deliver communication that engages, influences and moves others to action.

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 can help you define, deliver and market that message.

WHAT we do

- Thought Leadership
- Speech Coaching
- Brand Building
- Media Relations
- Vision Engagement
- Strategic Planning
- Team Building

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.

HOW we do it

- Coaching
- Speaking
- Writing
- Consulting
- Training
- Facilitating

**WHENEVER YOU, YOUR TEAM, OR
YOUR ORGANIZATION WANT TO...**

WHEN should you call?

- Communicate Strategically
- Move People to Action
- Win Hearts & Minds
- Activate your Vision
- Develop your Leaders
- Engage Employees & Customers

- Be seen and heard in a crowded marketplace
- 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.

WHY invest?

- Broader Opportunities
- Memorable Brand
- Increased Visibility
- More Business
- Recognized as Expert

WHO are we?



WE ARE A COMMUNICATION AND CONSULTING PRACTICE...

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

THE VARGA & ASSOCIATES, INC. CONSULTING GROUP PARTNERS 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 their 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 and 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
- Customized Training Sessions
- Facilitated Off-Site Retreats
- Keynotes to Kick-Off or Close Meetings



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WHO ARE our clients?



Our Clients

THOSE WE'VE WORKED WITH THROUGH THE YEARS

Adler School of Psychology, American Airlines, American Eagle Airlines, American Farm Bureau Federation, Ameritech, Amersham Pharamacia Biotech, AT&T, Banco Popular, Blue Cross – Blue Shield, Bristol-Meyer Squibb, Caterpillar, Central Intelligence Agency, Chicago Board of Trade, Chicagoland Bicycle Federation, Columbia College, Comdisco, Consolidated Natural Gas, CNA Insurance, DePaul University, Doubletree Hotels, DuPont, Family Resource Center, First National Bank of Chicago, Gelman Science, Harper College, Illinois Credit Union League, Illinois Health Care Association, Iowa Credit Union League, Learning Curve International, Liberty Mutual Insurance, Loyola University, Manpower Group, Marquette Associates, McCormick Tribune Center for Early Childhood Leadership, Midwest Bank, Missouri Credit Union System, Monsanto, National Archives, National Futures Association, Northeast Utilities, Ounce of Prevention Fund, PACE, PictureTel, PrimeCo, Suburban Bank and Trust, S&H Citadel, Society of Women Engineers, Texas Credit Union League, Texas Instruments, Treasury Acquisition Institute, U.S. Railroad Retirement Board, Volvo, Wisconsin Credit Union League.

Our Clients

IN THEIR OWN WORDS

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.”

Midwest Bank & Trust – *Mary Ceas, SPHR, SVP - Human Resources*

“Mari Pat is a gifted communicator, mentor and strategist. She made a huge impact to the organization. Through her leadership and partnership with the executive team we were able to build a culture of ongoing, timely and transparent communications to inform and engage employees in a turnaround environment. I served on the Communications Committee with Mari Pat and came to value her as a coach and respect her insight. She has my highest recommendation.”

Manpower Group – *Lori Procher, President and GM Canada*

“Great support in helping our team develop their personal brand. Their level of confidence and clarity around our corporate messaging and how to deliver it has been elevated to a whole new level. Thank you!”

Meeting Expectations, Inc. – *Shannon White*

“I have contracted with Mari Pat to be a speaker and facilitator for some of the large corporate events I manage. Her professionalism is superior and she has always fully engaged the audience and delivered a powerful actionable message.”



ABOUT Mari Pat Varga

*President
Varga & Associates, Inc.*



Mari Pat is

**...A BUSINESS THINKING PARTNER, COACH, FACILITATOR, SPEAKER,
TRAINER, AUTHOR, AND CONSULTANT**

For more than 20 years, Mari Pat Varga has supported businesses and individuals in building organizational cultures and robust communications 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. Now she offers her communications expertise to leaders and businesses. She has been an internal collaborator, working with airlines and the banking industry, as well as a consultant in leading corporate and not-for-profit organizations.

Mari Pat is

...AN INTERNAL COLLABORATOR

Mari Pat Varga finds that one of her advantages as a consultant is that she has experience working both inside an organization as a full time employee/executive and as an outside consultant. The balance of those two experiences has helped shape her realistic and practical approach to what works and what doesn't inside a company.

Looking for a new challenge and personal growth opportunity, Mari Pat took a hiatus from her private practice in 2002 to lead the newly created office of Communication & Leadership for **Banco Popular North America (BPNA)**. As **CEO, Roberto R. Herencia** recalled, "Mari Pat was integral to our business transformation efforts that occurred between 2001 and 2005. During that time period, assets rose to \$11.5 billion from \$5.6 billion. Net income rose to \$99.6 million from \$12.4 million. The number of employees actually declined slightly to 2,083 from 2,196 and we achieved FORTUNE 100 Best Status. During her tenure, employee engagement rose and customer satisfaction increased significantly. Through superior communication, she shaped our culture into one that engaged employees and created passion for the customer experience." While at the Bank, Mari Pat was responsible for all internal and external communications, along with overseeing the Banco Popular Foundation and community outreach efforts for the bank. During her tenure at the bank, employee engagement - as measured by Hewitt Associates - increased by nearly 20 percentage points and employee participation in company-wide satisfaction surveys was 95%. In 2007, the Banco Popular Foundation granted over a half million to 43 organizations with 60% of employees contributing - a dramatic shift from 12% contributing in 2005.

Mari Pat and her team were instrumental in supporting BPNA as it achieved such prestigious honors as the 2005 **FORTUNE 100 Best Companies to Work For** and regional Best Company awards in Orlando, Chicago, South Florida and St. Louis. In 2006, **USA Today Make A Difference Day Award for Community Service**. Most recently, BPNA was named an honoree for the 2007 **U.S. Chamber of Commerce Corporate Stewardship Award**. Communication & Leadership's monthly newsletter, Popular People, was honored in 2006 and 2007, recognized with **silver and gold Inspire Awards** recognizing Popular People as among the **nation's top 100 company newsletters**.

Her team developed and implemented all strategic communications that supported the bank in meeting the goals around its four pillars - Performance, Customers, People, and Community. Her team also led BPNA's Customer Service Vision initiative that introduced a bank-wide strategic plan, including process alignment and people engagement, designed to create a culture of superior customer service. Customer satisfaction - as measured by J.D. Power - rose significantly during her time at the bank.



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ABOUT Mari Pat Varga

President
Varga & Associates, Inc.



“**Mari Pat**, our day together was incredibly beneficial. You helped me develop a strategic approach to my communication that will assist me in confidently conveying our thought leadership platform to our clients.”

Becca Dernberger, VP/General Manager Northeast, Manpower Group

Mari Pat is

...A CULTURE BUILDER, COMMUNICATION CONSULTANT, EDUCATOR

Returning to her practice in 2008, Mari Pat – along with her clients - found great value in her deep-dive into the corporate arena. The ability to relate fully to what goes on daily in the world of work provided communication short hand to understanding the dynamics, needs, relationships, and goals that leaders face every day. In essence, her ability to relate, identify core issues that matter and resolve problems quickly is appreciated by her clients.

Both inside and outside organizations, Mari Pat has provided expertise as a culture builder and communication consultant, coach, educator, speaker, and trainer. With her guidance, individuals and businesses have increased their leadership acumen, customer loyalty, and employee collaboration through excellent communications and culture-building practices.

Mari Pat has also served as a visiting faculty member of both **Columbia College and DePaul University** in Chicago. She serves on the **Advisory Board of A Silver Lining Foundation** and the **Alma Dance Company** in Chicago. She is a member of the **International Association of Business Communicators**, the **Executives Club of Chicago**, the **Organizational Development Network** and the **Business Marketing Association**. She is the author of two books (*Great Openings and Closings* and *The Presenter's Journal*) and has authored a number of articles on communication excellence. She recently published *OnPoint Presentations* – a video field guide to maximize presentation skills.

We invite you to call today and have a conversation about how we can work together to achieve your goals.

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