

Consulting with business leaders to build organizational cultures and communications practices that engage their people, customers, and communities while driving bottom-line results.

**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

- Increase your visibility
- Create a message platform with key messages that “stick”
- Engage customers and employees through communication best practices
- Elevate your status as an expert with the media
- Develop you or your leaders into confident and compelling speakers



Three Partnering Options:

1) Speech Coaching

Speech coaching is an experiential 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 everyone has equal access to the tools of technology – delivering powerful, personal presentations creates a marketable advantage. *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

**2) OnPoint Presentations –
Training and Consulting**

*Develop & Present Highly Effective
Public Messages -
Develop & Present Highly Effective Public
Messages Key Message & Speech Coaching
Process*

When leaders and leadership teams can access custom-tailored speech coaching and message development, your results can skyrocket. *OnPoint Presentations* with Mari Pat Varga assists organizations in developing a message platform and provides proven presentation skills training along with individual and group coaching. With a track record encompassing more than 20 years of experience working with individuals at all levels, Mari Pat’s training is well-respected and generates results to match.

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2) **OnPoint Presentations – Training and Consulting (Cont.)**

She works with businesses, leaders, sales professionals, and community/non-profit advocates to build powerful messages, presented with engaging delivery, and supported by tactics that make the messages stick! *OnPoint Presentations* can be delivered in 1-3 day training sessions or as an on-going retainer relationship.

3) **Make Meaning • Be Memorable • Win Over the Media**

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 compelling way
- Structure a great interview
- Handle tough questions with ease
- Tell a story that will be remembered

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

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.

About Mari Pat Varga

President
Varga & Associates, Inc.

Mari Pat Varga has over 20 years experience in assisting business professionals to effectively tell their story, position their business/products/ services powerfully and lead in a meaningful and memorable way. Leveraging natural strengths and talents, Mari Pat helps individuals develop key messages and present them professionally with presence.

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 in diverse settings. 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 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 Executive Club of Chicago and the Organizational Development Network. 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.