

ABOUT PATRICIA VARLEY

Patricia Varley, MHSA is a National Speaker, Facilitator & Trainer, Business & Personal Coach who focuses on integrating professional, personal and spiritual growth. She has successfully worked for the past 15 years with entrepreneurs, business owners, companies and national organizations in “Reinventing Success from the Inside Out” by “Reclaiming the Wholeness of People.”

Her areas of expertise include Marketing, Sales and Networking, Leadership Mastery, Navigating Through Transition and Work/Life Balance.

Her strong leadership, coaching and communication skills in combination with her entrepreneurial spirit helped her develop an international sales and network marketing organization of 1000 distributors. Her understanding of personal development and the importance of living with passion and purpose make her a warm yet powerful presenter who shares personal stories and insights to impact audiences of all sizes with her universal message.

A frequent radio and television guest with numerous published articles, Patricia was honored by the Connecticut Business and Professional Women as a “WOMAN of ACHIEVEMENT”.

She holds a B.A. Degree in Behavioral Science from Rollins College, Florida and a Masters Degree in Organization, and Management and Human Services Administration from Antioch, New England.

Patricia is a member of the American Business Women’s Association (ABWA), International Coach Federation and National Speakers Association. Patricia founded and hosts the Naples, FL Chapter of Women of Vision & Action (WOVA). She works nationally and is based in Naples, FL.

KEYNOTES AND SEMINARS

Speech Topics

- ❖ **Because you Matter: 10 Heart-Centered Principles for Living the Life you Desire**
- ❖ **Marketing and Networking for Success: A Heart-Centered Approach**
- ❖ **Leadership Mastery: Transforming the World at Work**
- ❖ **Successfully Navigating Through Change & Transition**
- ❖ **Women & Self Leadership: Mastering Self to Empower Others**
- ❖ **High Energy Living: Creating a Balanced Life**

Program Fees And Expenses

Keynote (up to 1 hour) \$3000.00
Breakout (up to 4 hours) \$5000.00

Customized Programs include

- ❖ **Two hour keynote**
- ❖ **Half day seminars**
- ❖ **Full-day seminars and workshops**
- ❖ **Follow up Telecoaching sessions**

PARTIAL CLIENT LIST

**American Business Women's Association
National Association of Life Underwriters
National Association of Social Workers
National Association of Women Business Owners
National Association of Wedding Professionals
People's Bank, Women's Business Center
U.S. Small Business Administration
Collier County, Florida Government
Florida Gulf Coast University
Financial Women International
Women in Communications
Nuskin/IDN International
Second Curve Capital (NYC)
Southern CT State University
Interior Design Society
Barnes & Noble Stores
Turner Construction
Quota International
Rotary International
Kraft Foods
Hyatt Hotels
Borders Books
Chase Bank
Pitney Bowes
Zonta
Prudential**

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MARKETING AND NETWORKING FOR SUCCESS

Program Includes:

- ❖ **The importance of personal and professional mission statements to achieve long term results**
- ❖ **The five aspects of marketing and networking (Who, What, Where, When, How) with the individual being the center catalyst for their professional success**
- ❖ **Effective ways to establish long term, collaborative, and cooperative client and colleague relationships**
- ❖ **To better focus and clarify your identity, passion, skills and vision which allow for the development of the “heart-centered approach” as the foundation of a successful business**
- ❖ **To define your market niche and create a mutual referral network**
- ❖ **To release the fear of lack and competition because you are a unique individual with a specific purpose and multiple talents**
- ❖ **The importance of contribution vs. survival including focusing on sharing your products and services rather than just selling**
- ❖ **How to express your uniqueness in your marketing and promotional materials**

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LEADERSHIP MASTERY

Program Includes:

- ❖ **The necessary steps to transform yourself and your work environment & what it means to be a transformational leader**
- ❖ **The understanding that it is not just what you know but rather who you are that provides the anchor for true leadership**
- ❖ **The importance of Self-Mastery in moving people to extraordinary heights**
- ❖ **Tools and techniques to enhance effective leadership skills and navigate through change.and**
- ❖ **How to be more effective with less effort and turn conflict & resistance into positive change**
- ❖ **The importance and application of Values-Based, Principle-Centered Leadership**
- ❖ **To better understand your own life/work strategy and how it is working for you and if it needs to shift to be more effective and efficient**
- ❖ **The importance of empowering others by first mastering yourself**

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HIGH ENERGY LIVING: CREATING A BALANCED LIFE

Program Includes:

- ❖ **Stress and Time Management tips and ordinary daily habits to balance and organize your work and life**
- ❖ **The importance of identifying your priorities based on your values and what is truly important to you**
- ❖ **How to overcome procrastination and perfectionism and create clear boundaries in your personal and professional relationships**
- ❖ **Pursuing personal fulfillment and high energy living through selected roles that are in alignment with your sense of purpose**
- ❖ **Creating ways to get more out of your day through proactive planning and establishing goals and intentions as part of your plan**
- ❖ **Understanding the importance of inner balance and making choices based on your authentic self resulting in a high balanced personal and professional life**

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WOMEN AND SELF LEADERSHIP: MASTERING SELF TO EMPOWER OTHERS

Program Includes:

- ❖ **The importance of integrating professional personal and spiritual growth in leading yourself personally and professionally**
- ❖ **Understanding your own life/work strategy and assessing how it is working for you and if it needs to shift to be more effective and efficient**
- ❖ **The importance of empowering others, by first mastering yourself. Reclaiming your wholeness from the inside out and knowing that all you seek is within yourself**
- ❖ **Clarifying new goals, creating solutions, prioritizing values and redesigning your personal and professional mission**
- ❖ **The importance of self-mastery, the value of self-care in staying centered and balanced. Focusing on the inside first to be better prepared to navigate through the external changes in your life and in the world**

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SUCCESSFULLY NAVIGATING THROUGH CHANGE AND TRANSITION

Program Includes:

- ❖ **Understanding the stages of transition-endings, the void, new beginnings and the feelings, opportunities and challenges associated with them**
- ❖ **What appears to be a breakdown is often actually leading to a breakthrough. Experiencing change as possibilities not just pain**
- ❖ **Developing a clearer and deeper sense of direction purpose and fulfillment in your life and work**
- ❖ **Clarifying new goals, creative solutions, prioritizing values and redesign your personal and professional mission**
- ❖ **The importance of Self-Mastery and the value of Self-care in staying centered and balanced. Focusing inside first to be better prepared to navigate the external changes in your life and the world**

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Testimonials

Thanks for leading our 2004 planning retreat this morning and helping us to stay on track as a Board. Through your facilitation you inspired the Directors to brainstorm and strategize for the new year. Thanks again for all your support with helping our organization get off to a great start.”

~Pat Kazor

Director, Women’s Network of Collier County (Naples, FL)

“Patricia Varley’s Marketing and Networking for Success 2002 group seminar has given me the direction and focus that my business needed. Her knowledge of personal and business coaching skills, compassion and personal commitment, made it a fun and rewarding experience.

Patricia encouraged each of us to focus, identify and clarify the unique aspects of ourselves and our businesses - our passions, skills, strengths, visions and services. This allowed us to each define, understand, integrate and proclaim our own personal and professional mission statement in a “heart centered” way, which is the foundation of her successful business.

Within a group setting, Patricia encouraged an atmosphere of accountability, credibility, confidence and friendship. Her seminar affected me personally, my business and my networking ability in a very positive way. I recommend this seminar to anyone that would like to enhance themselves personally and professionally.”

~ Vicki Wagoner

Assistant Director of the Lighting Seed Foundation (Ft. Meyers, FL)

“Thank you again for your wonderful presentation to the Interior Designer Society last week. You were, by far, the most dynamic and entertaining speaker we have ever had. Your message was clear and concise; our members simply loved you.”

~ Grant Billings

Interior Designer Society (IDS) 2nd Vice President

Testimonials

(Continued)

Patricia Varley is a dynamic and empowered speaker. She has spoken for The Connecticut Federation of Business & Professional Women's Clubs, Inc. (BPW) on various occasions including The Women's Enrichment Symposium held in Cromwell, CT in 2000 and at our State Board Meeting.

Ms. Varley was selected as the Woman of Achievement by the Milford Business & Professional Women's Club, Inc. in 1998 for her outstanding professional accomplishments in the business world and for her contributions to women in her community and beyond. Ms. Varley's speaking and coaching abilities are outstanding and it is always an honor to have her come and speak for our organization. I met Ms. Varley at the Successful Women in Business Conference held in Connecticut a few years ago where she was speaking and she is truly considered her top of the line in her profession. Her presentations are enlightening, spiritual, and fun.

***~ Betty VonLiebermann
CT/BPW President-Elect 2003-2004***

As a past president of the Neapolitan chapter of ABWA, it is with pleasure that I introduce fellow ABWA sister, Patricia Varley, to become a member of the ABWA speaker platform.

Patricia has the ability to stimulate a group of people with her enthusiastic but gentle and compassionate way of presenting her programs. Her personal stories welcome you into her life and have a positive effect on her presentation.

Patricia has done much to improve the networking skills of our organization. By facilitating a meeting and presenting her networking tips, Patricia is able to energize a group of ladies, having then left the presentation with good positive ideas and the knowledge to put those ideas to work.

Patricia has spoken numerous times at our chapter meetings as well as our Woman of the Year luncheon. Patricia is well thought of in our chapter and I have respect for her many fine contributions to our chapter programs.

***~ Michele Smith
Past President, ABWA Neapolitan Chapter, (Naples, FL)***

LEADERSHIP MASTERY

Transforming the World at Work by Patricia Varley, MHSA

Imagine a raging hurricane wreaking havoc and devastation all around it. Now imagine the calm “eye” in the center of the storm. You have just pictured Self-Mastery. As a leader (or just a normal individual), do you live mostly in the hurricane or in the calm center of the storm? In these times of stress, incredible rapid change and uncertainty the power to stay calm, focused, on purpose and to keep moving forward is challenged to the max. Whether you are in a leadership position in a business or organization, even if the organization you lead is your family, self-mastery is an important and necessary component in navigating through these times of personal and professional change.

Now more than ever it is not what you know but rather what you are that provides the anchor of true leadership and the examples that others are willing to follow. Think about it! People tend to be hired for what they know and have done and yet usually get fired for their personal insufficiencies - lack of focus, lack of courage, inability to communicate and get along with others, or inability to control and direct their own energies effectively. We are human beings first and leaders second. All great leaders, famous or not have somehow developed a high degree of Self-Mastery. They know that to effectively move people to extraordinary heights they must FIRST master themselves as human beings which is the hardest, yet most enriching and enduring work that can be done. Interpersonal competence, being able to lead and deal with people effectively, even brilliantly, begins with Personal competence and reaches its greatest heights in Self-Mastery.

The more mastery we have over ourselves the more mastery we can bring to life. Ask yourself, truthfully, what percentage of your leadership potential are you fulfilling right now? Could you be more effective with less effort? Can you consistently turn conflict and resistance into positive change? Do you sometimes get in your own way? How will you move yourself and your people through what lies ahead? How clear are you about your life purpose? Would a simpler, more balanced life enhance your effectiveness?

Some of the key leverage points for powerful leadership are the importance of increasing authenticity as an individual and a leader, the value of choosing to use every experience that occurs as a contribution to your professional and personal development, and the power of identifying your greater purpose which gives you a deep sense of fulfillment. All great leaders have a mission, which expresses the core and essence of who they are. Unleashing your capacity and potential to achieve Masterful Leadership begins with bringing all of who you are to everything you do.

It is not great mastery over what you know that will bring you quantum breakthroughs in your leadership ability and your life, but great mastery over **WHO YOU ARE**. People perform extraordinary feats because they are moved to do so by the power of a great calling. Leaders are the instrument of that calling. As you to make the commitment and embrace the challenge of mastering yourself by developing the leader within, you reinforce your ability to live your life with greater meaning and purpose. Taking the steps to transform yourself and your work create the opportunities to increase productivity and profitability in business, build and sustain fulfilling professional and personal relationships, and contribute to and enhance the local community. In the long run you **DO** make a difference in a world which is calling us to Mastery!

MARKETING AND NETWORKING FOR SUCCESS

A Heart-Centered Approach by Patricia Varley, MHSA

“You may not think that the world needs you, but it does. For you are unique, like no one that has ever been there or will come after. No one can speak your voice, say your piece, smile your smile or shine your light. No one can take your place for it is yours alone to fill. If you are not there to shine your light who knows how many travelers will lose their way as they try to pass by your empty place in the darkness.” (Lawrence and Hazel Mahar)

Truly successful marketing and networking of yourself and your business always begins at the casual level, from your true core self, from your heart-center. I began realizing the value of this heart-centered approach to marketing and networking, as I look back over the successes I have had in my professional career over the past 12+ years. I have an extensive background in sales, marketing, and management and have developed and flourished in my own international network marketing business over the past 9 years.

Having an undergraduate degree in Behavioral Sciences and a Masters in Organization and Management has been an important part in my integrating the personal/psychological aspects of self leadership with a more business and practical approach. This avenue also has had a significant impact on my career as a speaker and coach. However, I attribute the foundation of my success in my professional livelihood to my heart-centered approach.

A heart-centered approach to marketing, networking, management and business in general first starts with knowing, accessing, and utilizing the essence, energy, and inner spirit of who you are—you're heart center. In referring to the diagram you will see that purpose and personal mission starts first with the uniqueness of spirit and internal radiance that we each are able to contribute to our lives and work. The key word is ***contribute***. I have always come from a contribution mode as opposed to a survival mode. This applies to particularly to marketing and sharing your talents, services and abilities as well as relationships as you are networking to expand your business. An attitude of contribution involves “What can I bring/give to my customer or client?” as opposed to an attitude of survival which is “What can I get from my client/customer?” or “I need something from them so I can survive or achieve the success that I want.” The focus shifts from taking for the benefit of self to giving for the benefit of the other.

As a business and personal coach, I have worked with many individuals by assisting them in marketing their businesses. First we start out by identifying, building on and experiencing the uniqueness of who that individual is at the core and how they wish to express their work. This usually involves exploring, and then deciding, what their personal mission is. Then we replace the word sell or sale with the word share. For many individuals sales often involves imposing on another. It can have a negative connotation to the giver and receiver. Sharing who you uniquely are is bringing your passion and purpose to another's life and enhancing their experience through your service, product and relationship with them.

MARKETING AND NETWORKING FOR SUCCESS

A Heart-Centered Approach (Continued)

As you develop professional relationships through networking, (for that is all networking is—relationship building). You can establish a collaborative effort that is cooperative. This means both parties can benefit by sharing resources, contacts, ideas and so on. When we all begin to realize that we are each one of a kind and have our own special gifts to give the world, the illusion of competition, (that there is not enough to go around), will be eliminated or diminished. From this perspective, there is an attitude of celebrating and sharing our talents with colleagues and clients as opposed to withholding from one another based on the belief in lack. This is a win-win approach to marketing and networking. Everyone benefits by the mere fact that we are expressing from our hearts our true inner essence, regardless of the outcome of the “sale”. I built my business this way. I was unattached to any specific outcome and my main focus was on the giving because I loved what I was doing and knew that I had a service/product that could benefit them. The result was abundant success, satisfied staff, customers and clients and an expansive referral base. My business began to grow and in a sense market itself because of the energy and intention from my heart.

There can be an ongoing flow from the heart-center to the more practical/tangible aspects of marketing and networking. The diagram shows how the intention of selling and service stems from the heart and radiates through the spirit to the what, who, when, where and how of expanding your business. The arrows indicate that each of these aspects is interconnected. The “what” includes identifying clearly your service or product, developing a professional mission statement, which can stem from your personal mission. The purpose of your business is often part of your unique expression and intentions for yourself.

The “who” is the client/customer and that often involves identifying who our market niche is. The “who” is also the networking of colleagues and contacts where a mutual referral system can be set up. At times, I have bartered my services with other colleagues where we assist one another growing our companies. The important thing is to focus on the people you are servicing and their needs. So many focus on “What are my needs?” As you service and provide for another you naturally take care of yourself without effort, as the client is more apt to use your expertise.

The “how” involves marketing and promotional tools and materials. Don’t be afraid to be who you are and express that in a creative way that is targeted towards your market niche. Be who you are, not whom you think you should be based on others’ standards. Take the needs of your client into consideration while integrating your originality and mission into your materials. These can always change as you develop. The “how” also includes networking from a perspective of collaboration and cooperation instead of competition. This can truly be a win for all involved.

The “when” and “where” to marketing and networking include expressing with enthusiasm who you are and what you do at any time, should you feel inspired to do so. Remember, you get what you give and whether you are a member of an organization, networking group, committee or an entrepreneur, the intention and heart-centered approach will make all the difference to your level of success.

MARKETING AND NETWORKING FOR SUCCESS

A Heart-Centered Approach (Continued)

This approach to business is a new paradigm for many but the willingness to shift perspective and approach can be rewarding on many levels for those who have the courage and intention to serve from their heart, purpose and passion. It is important to remember to have fun! This is a process of discovering, through time and experiences, who you are and what your unique contribution is to the world and people in your life. This is an ever-changing world we live in and each of us is continually evolving personally, professionally, and spiritually in our own special way. This process is not always easy and with the pressures and challenges we often face; it can be difficult to stay centered in our hearts and spirit. However, there is one thing that I am certain of based on my own journey, and that is that we are each here for a specific purpose, there are no accidents. To the extent that I allow my inner spirit and essence to shine, I not only bring light to my own world but to all those I come in contact with. It is my divine birthright and responsibility, one I gladly cultivate and share!

“You are here for a purpose. There is no duplicate of you in the whole world. There has never been, there never will be. You were brought here now to fulfill a certain need. Take time to think that over.”

MARKETING AND NETWORKING FOR SUCCESS

A Heart-Centered Approach by Patricia Varley, MHSA



In Summary

- ❖ Describe your personal and professional mission.
- ❖ Replace the word “sell” with the word “share”.
- ❖ Decide how you can share your unique gifts with others.
- ❖ Develop collaborative, win-win relationships with colleagues and clients.
- ❖ Express yourself from your heart and remain unattached to outcomes.
- ❖ Define who your market niche is.
- ❖ Create a mutual referral network with colleagues and friends.
- ❖ Express your uniqueness in your promotional materials.
- ❖ Share your enthusiasm for your product or services whenever you feel inspired to do so.
- ❖ Remember that you get what you give.
- ❖ Have fun and enjoy a sense of discovering your unique contribution