

## I suspect business leaders may be thinking:

*What's your background...what makes you different than other consultants...do clients ask you to come back? Why should I trust you to help me with my business? Who are you anyway?*

## I Started out Heavy, Deep and Real!

Meaning? I was trained as a clinical psychologist. But fortunately for people who are probably better adjusted today for having never made it into my therapeutic clutches, youth, opportunity and life combined to send me down a divergent path.



### #1 The Band

I was playing guitar and singing in a Rock band to work my way through college and suddenly we had a hit record. My resulting seven minutes of fame lasted long enough for me to realize my career needs would not be met as a therapist. Besides, I still had eight minutes of fame coming.



### #2-The Entrepreneur

Next, I founded and built a thriving mid-sized advertising agency in Seattle but realized I most loved the creative process. That led me to directing at CBS which led to establishing a radio and film production company. After a decade in that business, I found that I missed the "deep and real" people work and, to be candid, I was ready for more stage time.

### #3-The Business of People Dynamics and Strategy

The late 80s provided a perfect opportunity to return to the stage as a facilitator for The Pursuit of Excellence™, a personal development workshop. In 2002 I began facilitating Fierce Conversations™ for business leaders and the Harrison Assessment™, a remarkable emotional intelligence instrument. In addition I developed my own IP, Strategic Envisioning™, a visual thinking process for executive teams to design business strategy.

### #4 - The Business of Mardig and Company

This lifetime of business, people and creativity; the study of great minds in leadership and strategic thinking, combined with my clinical psychology background, my years as an entertainer, writer, producer, business owner and facilitator has molded me into who I am and the work I've been doing for the last 40+ years.

It was this or sing and play guitar in a rock 'n roll band. I hope I made the right decision. You be the judge. Here are some of the judgments from just a few of my clients:



# bio



## **Fennec Engineering**

*I've partnered with Mardig for both troubled and excelling leadership teams - and for each he brought profound value by way of his analytical assessment, and qualitatively through his unique personality and approach. He really pulled the best out of the group, as well as individuals. He's also just someone you want to talk to - his depth of experience, his willingness to connect on a personal level, and his mediation in groups are qualities I rarely find in a person. His ability to see past the facade and superficiality so often built up by executives and pull out the authenticity effortlessly for all involved is a gift that I've seen few be able to achieve with such superior results.*

- **BJ Yurkovich, Founder, CEO Fennec Engineering / Consultant**

## **Highland Wealth Management**

*"Mardig's unique approach allowed me as the founder and CEO to dream bigger within a framework that unified and aligned the team. His Strategic Envisioning™ methodology engaged my team in a way that lifted all of us up high enough to see the future without being encumbered by the limitations of day to day urgency."*

- **John Christianson, CEO, Highland Wealth Management**

## **Turvo.com**

*"As the incoming CEO of an Early Stage Company, after just a few months in place I realized that the leadership team and I needed to get alignment on our strategic goals and big bet imperatives. I brought Mardig in to facilitate his Strategic Envisioning process. As a result, we made mission critical decisions to propel the company forward. We emerged aligned on our strategy, but for us even more importantly, clarity about where we need to focus and what we need to execute on in the short term that best leverages the company toward its long term strategic positioning. Mardig's visual thinking process is uniquely designed to access your domain expertise and see the future from 30,000 feet, and then drop down to execution level to get busy.*

- **Jim Grady, CEO, Turvo.com**

## **Target X**

*Talent management is a complicated and daunting concept - somehow Mardig makes it easy and fun. I've known Mardig for years and have been lucky enough to work with him multiple times, and in multiple capacities. He helps me figure out the right people to hire with the Harrison, and helps us function more effectively with his Fierce trainings. And at every step of the way he is collaborative and supportive and helps me understand the best way to maximize my investment with him.*

*Mardig is a true partner. I consider him part of the team and depend on him for critical decisions. My only reservation in recommending him is that he won't be available when we need him!*

- **Sasha Peterson, CEO, Target X**

### **Maveron**

*Mardig successfully engaged each executive in our company to define our aspirations and to reach agreement on how to achieve our most important objectives. His process has made a dramatic and powerful impact on our company. He aligned our management team on the right objectives.*

- **Clayton Lewis, Partner, Maveron**

*We have known Mardig for almost four years. He has been very helpful to me personally, to our firm and to many of our portfolio companies over that time. I find Mardig to be a thoughtful facilitator of strategy discussions. He is totally trustworthy and able to empathize and relate to different personality types. His process and strategic framework is applicable to a broad array of companies in many different industries. Based on my own experiences and the positive reactions of our portfolio companies, I enthusiastically recommend Mardig.*

- **Dan Levitan, Founder/Managing partner Maveron, LLC. (Venture Capital Firm)**

### **Microsoft**

*Mardig Sheridan's relentless engagement to understand my organization and our needs gave me full confidence he would facilitate a solution that would have tremendous impact and add immediate business value to the organization. His integrity, flexibility, and determination to have an impact has made him a joy to work with.*

- **Tim Rowe, Director, Microsoft Corporation**

### **Hubspan**

*Mardig has an uncanny ability to enable brilliant, strong-willed independent thinkers to work together as productive, cohesive teams. He is forthright, unassuming, and clearly has a wealth of experience that he offers to the benefit of his clients. When building a senior leadership team (or any team) and working collaboratively on company strategy, I would absolutely recommend Mardig.*

- **Tricia Gross, CEO, Hubspan**

### **Market Leader**

*First and foremost, Mardig is business savvy and takes the time to understand the context of our business. Specifically, I would describe his facilitation skills as:*

- *focused on outcome rather than process;*
- *keeping the group engaged;*
- *on task and focused on solutions;*
- *pushing back where appropriate;*
- *pushing forward when needed; pushing for everyone's highest and best contribution; a genuine desire to partner with us to insure that we are successful;*
- *sharing ownership in the outcome; tenacious about ensuring the organization has a clear forward path;*
- *comfortable with and willing to challenge executives;*
- *adds humor and lightness as needed;*
- *leads the process without getting in the way of decision makers.*

*I recommend him for companies looking for a facilitator focused on driving business results.*

- **Ian Morris, CEO and President, MarketLeader.com**

### **WorkWell Systems**

*I am a huge Mardig fan. In the past five years I assumed leadership of two companies in different industry spaces. In both Mardig helped my executive team get to the root of the issues facing us, think through alternative strategic approaches and articulate crisp, focused strategies best geared to success.*

*The process Mardig employs is first class and he over-delivered against every expectation for me. Especially exemplary in Mardig's method is his ability to harness the power of a team, guiding them to think diligently and intelligently through discerning winning strategies. Mardig is creative, intuitive, and often counter-intuitive and helps people see things in ways they never had seen them before. This power of differential thinking was a big step forward for my companies.*

*I think Mardig would be of help for any company seeking to find its strategic footing and trying to craft a winning approach going forward. I recommend him unreservedly and would be happy to discuss my experiences with anyone who would like to do that.*

- **Steven Schickler, Executive Chairman, WorkWell Systems**

*I have attended a lot of visioning/strategy sessions over the years. The session that you conducted for WorkWell was one of the best. Your materials are effective and you gently but effectively keep us moving along the process.*

- **George Metzger, V.P. of H.R., Textron (Retired)**

### **Russell A. Farrow Limited**

*I met Mardig while attending a Fierce Conversations workshop in Toronto, ON. During the course of the two-day workshop it became quite evident to me that Mardig's passion for what he does goes well beyond just being an accomplished facilitator.*

*Mardig initially worked with our team to introduce Fierce to our more senior managers. We are now deeply entrenched in a Fierce culture and Mardig has now helped us train an internal resource to ensure that Fierce is delivered to each and every employee and is woven into the culture of Farrow. Upon establishing himself as a trusted resource, Mardig has since worked with our executive team to enrich our relationships through the use of the Harrison tool and to help us focus and formulate our strategic plan for the Farrow Group.*

*Mardig has become a trusted personal advisor for myself. I can count on him to challenge my thinking and to help me delve into issues at deeper levels than may naturally occur. Mardig has taken the time to understand our business, our people, our culture and our aspirations and thereby is able to provide sound counsel for our future success.*

*I would not hesitate to recommend Mardig to any leader that is truly serious about improving the performance of their business, their people and themselves.*

- **Randy Motley, President, Russell A. Farrow Limited**

### **Trupanion**

*Mardig, guided us through the process of articulating a vision and strategy action plan which shaped clarity not only for new team members, but helped unlock new ideas for all of our team for driving our business.*

*If a CEO has a good grasp of his or her company's strategy already, Mardig's process is a great way to communicate it to the management team in a way that culminates with the team fully understanding and owning the strategy. If the CEO is in the process of defining strategy, Mardig will be quite helpful in brushing away static and crystallizing where management really wants to go.*

- **Darryl Rawlings, CEO, Trupanion**