

## I suspect business leaders may be thinking:

*What's your background in getting people to work together...what makes you different than other consultants...do clients ever 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 those 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, Sheridan, Hosner, Smith and Company. Eventually, I combined my two careers to establish a radio and film creative production company. After a decade running 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

The late 80s provided the perfect opportunity to return to the stage as a facilitator for The Pursuit of Excellence™, a highly-regarded emotional intelligence workshop. I experienced the value and power of transformative education and learned to facilitate an intense reflective experience for people.

### #4 - The Business of People in Business

In 1990 it was time to bring this lifetime of business verse and people chorus together to form Mardig and Company. I studied some great minds in business and strategic thinking, borrowed heavily from my clinical psychology background and melded my years as an entertainer, writer, producer, business owner and facilitator into this work I've been doing for the last 20+ years.

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



## **MSN.com**

Mardig was able to engage effectively and inspire our cross disciplinary team to think big about the future. Together we were successful in developing a vision, mission and path to get us there. And we got results!

—Scott Ehlers, Director and Executive Producer, MSN.com

Mardig, thanks so much for helping the MSN Health & Lifestyle team to clarify our strategy and establish a clear vision and mission as well as define our bold steps. We leveraged the work we did with you all year long and it greatly helped the team to understand how to focus their time and prioritize their work. We followed the plan we created with you and had clear, positive business results.

—Sandy Henson, Sr. Director, MSN.com Vertical Programming

You have been instrumental in helping us to create the long term strategy that this team needs.

—Mark Schnitzer, GM, MSN Money

## **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 made a dramatic and powerful impact on our company. He aligned our management team on the right objectives.

—Clayton Lewis, Partner, Maveron

Mardig has been very helpful to us. He has skillfully brought out tactics and strategies from within our team and helped drive them to successful implementation.

—Dan Levitan, Managing Partner, Maveron

Mardig did a great job of leading the team of one of our portfolio companies to a very clear vision, mission and values. I found his approach to be highly efficient and effective. I recommend him to organizations that are looking for a clear strategy planning process.

—Ron Graves, Former Partner, Maveron, Current CEO, Pinkberry

## **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 insuring 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

### ***One Reel***

Mardig's strategic envisioning process has transformed One Reel. We have learned to think beyond tactical and determine our strategy for the future. Now our daily business practices are pointed with purpose toward a deliberate destination. A forty year old company that was stalling is now renewed and on a clear go forward path.

—Toni Aspin, CEO, One Reel and Teatro Zinzanni

### ***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

### ***Alaska Airlines***

Alaska Airlines succeeds through customer focus and innovation. We carefully choose the leadership message and providers when providing training to our leadership team. I'd describe Mardig as a perfect fit. He is a great facilitator with a keen sense of his audience. He did his homework, and came to his role with humor, engagement and relevance. Our team left inspired and wanting more.

—Jeff Cacy, VP Sales, Alaska Airlines

### ***Next Foods***

A HUGE thanks from the team and me for the strategic process you provided. We are a lot clearer now about what we want this company to achieve. I felt that the process got everything we needed to consider on the table and enabled us to become far more united in our purpose. Your experience and manner certainly contributed to making this not only useful, but pleasant as well. I consider it a true privilege to have worked with you this week.

—Alan Murray, CEO, Goodbelly/Next Foods Corporation

### ***QVD Seafood***

Mardig has been instrumental in directing the development process of QVD's company strategy. His methodology and guidance have been essential in formulating key elements of our go-forward plans, including finessing our Vision and Mission statements, identifying areas to develop, and directing our strategic thinking processes. We feel that he has set us up with the skills to excel in the marketplace and grow towards the company we want to be.

Mardig is clearly at the top of his field, a consummate professional organized and prepared for every possible discussion and question. Charismatic and approachable, Mardig has a leadership style that is supportive and nurturing.

—Chris December, CEO, QVD Seafood