

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:



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**

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)**

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**

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**

The Far Niente Group

Having led or been part of many strategic planning processes over the years, I find Mardig to be an excellent facilitator and his "Strategic Envisioning" process very effective. He helped create a sense of single minded purpose across a large and diverse group of senior executives and board members resulting in clarity of vision, mission and longer term strategy and goals for our organization. His engaging style and ability to keep us focused on the desired outcome lead me to highly recommend him to organizations looking to create a more efficient and productive organizational environment and team.

— **Michael Beindorff, CEO, The Far Niente Group, Inc., Former EVP Marketing, Product and Operations, VISA, Former VP Marketing Coca-Cola USA**

Remer, Inc. Advertising

Mardig is a terrific process guy who's facilitated strategic focus for several big names. A defenseless style—no ego—no agenda. We just had a session and his process is the most logical and least 'affected' of any I've seen. He can ensure powerful results taking a team to a unified place. He's become a friend and I trust him completely with people I care about. He has a wonderful knack for getting buy-in while helping a group really define its strategic direction.

— **Dave Remer, CEO, Remer Inc. Advertising**

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**

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 to 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)**

Sesame Communications

Thank you for leading Sesame Communications through its first corporate-wide strategic planning session. The process you lead us through was extremely comprehensive, well-paced, and spot on. More significantly the engagement delivered the results we were seeking in terms of clarification of Mission, Vision, Core Values and the roadmap for the coming 3 years. As a fast growing, young, SaaS company "drinking its own Kool-Aid" it was imperative to have your professional expertise come to bear allowing us to gain a greater sense of objectivity and think through issues more strategically. Well done!

— **Diana P. Friedman, MA, MBA, CEO, Sesame Communications**

MSN

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**

Mardig, thanks so much for helping the MSN Health & Lifestyle team 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 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 Vertical Programming**

QVD Aquaculture

Mardig has been instrumental in directing the development process of QVD's company strategies. 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's leadership style is supportive and nurturing.

— **Chris December, CEO, QVD Aquaculture**

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 Airline**

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**

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**

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. Since that time we have embarked upon a relationship that has resulted in one that has brought profound change for both Russell A. Farrow Limited and for myself personally.

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 council 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