mary czarnecki

SPEAKING, WORKSHOPS, FACILITATION

Inspiring Audiences to Embrace Insight-Driven STORYTELLING *that Engages and Converts.*

BOOK MARY FOR SPEAKING

www.MaryCzarneckiSpeaks.com

Mary Czarnecki is an influential speaker and consultant, dedicated to empowering professionals to make their message matter in an increasingly distracted world. Leveraging over twenty years of experience in marketing and strategy roles with Johnson & Johnson, WebMD, and Accenture, Mary helps teams and individuals harness the power of storytelling for personal and professional success.

Research reveals that stories are 22 times more memorable than facts alone, and Mary's science-backed but practical approach simplifies a potentially complex topic, offering clear and actionable strategies that enable teams and individuals to captivate, influence, and activate their audiences.

As a top-rated *Faculty Instructor at the Association for National Advertising*, Mary has trained thousands of professionals in brand growth, effective communication, and marketing strategy. As the creator and host of the *Sticky Note Marketing Show* & Podcast, she shares practical tips that listeners can use & implement right away.

Mary earned her *BA from Princeton University*, her *MBA and MEM degrees from Yale University*, and is a *Business Made Simple/StoryBrand Certified Coach*. She blends her academic study with practical experience, bringing real-world insights to guide her audiences toward success.

Through her speaking, coaching, and training, Mary has inspired and empowered numerous business leaders, executives, and small business owners. *She resides in Oregon's Willamette Valley wine country where she co-owns the Joel Palmer House Restaurant with her husband, Chef Christopher Czarnecki.*

TO BOOK AN EVENT OR INTERVIEW - email support@maryczarnecki.com

MARY'S SIGNATURE TALK

Cut Through the Noise:
Science-Based **STORYTELLING**

In today's competitive landscape, the power of storytelling has become a pivotal tool for brand engagement, marketing effectiveness, and customer connection.

However, too many marketing professionals lack confidence or feel awkward when trying to use storytelling in their communications and messaging, especially when balancing the need to share information on key product features or service delivery details.

This talk is intended for business leaders, entrepreneurs, marketing professionals, and anyone else seeking to gain confidence in and improve their storytelling skills.

LEARN THE SIMPLE FORMULA FOR TELLING STORIES THAT CAPTIVATE, INFLUENCE AND ACTIVATE!

Other Popular SPEAKING TOPICS

Improve Your Internal Communications

HOW TO ENSURE YOU ARE UNDERSTOOD, INTERESTING, AND INFLUENTIAL IN THE WORKPLACE

Overcome Imposter Syndrome

THE KEY TO BECOMING FIREPROOF™ SO YOU CAN STEP INTO THE SPOTLIGHT WITH CONFIDENCE

Shaping the Customer Experience: **Crafting Customer Journeys** that Captivate, Educate, and Convert

BRIDGE THE GAP BETWEEN THE TRADITIONAL, PRODUCT-FOCUSED MARKETING AND THE EVOLVING BUYER EXPECTATIONS

TRUSTED BY LEADING ORGANIZATIONS INCLUDING

Square USTA SEPHORA Prudential AMERICAN EXPRESS Nestlé MATTEL Kenvue ESTĒE LAUDER COMPANIES gm MAYO CLINIC Canva

What People Are **Saying...**

"Really great tie-in between concepts, exercises, and examples. Mary was very knowledgeable and engaging."

— ZILLOW GROUP, INC.

"Not only was the content terrific, but Mary did a wonderful job and really dug in to give feedback on using the tools effectively. Good use of time, which is limited. Admittedly, I was not looking forward to losing the work time. If future workshops are like this, I'd be happy to attend. Plus it gave tangible next steps for me personally."

— AMERICAN CANCER SOCIETY

"It was clear that I did not know as much as I thought I did. It has provided a great foundation for me to have discussions with potential employees as well as peers. I loved the tools! Mary was able to really breakdown the complex topic into very clear concepts. I highly recommend to organizations at all different phases of this journey."

— IKEA NORTH AMERICA

"The best part for me was the step-by-step guide to rethinking the way we approach messaging. The ladder concept for defining our value then quickly and effectively communicating it - was the best!"

— ROB DAILEY, EXECUTIVE DIRECTOR, CHEHALEM CULTURAL CENTER

“Mary’s experience & personable demeanor make her a valuable resource. Her ability to bring fresh ideas to a brainstorming session & help break them down into actionable steps makes her a powerful asset.”

— LAUREN BARNES, DIRECTOR OF MARKETING, DOBBES FAMILY ESTATE

"There was so much fir into a short time and with the group breakouts it made it easy to stay engaged & understand... Provided great tools we can use in future exercises. Good use of time - 4 hours was brief yet content-packed."

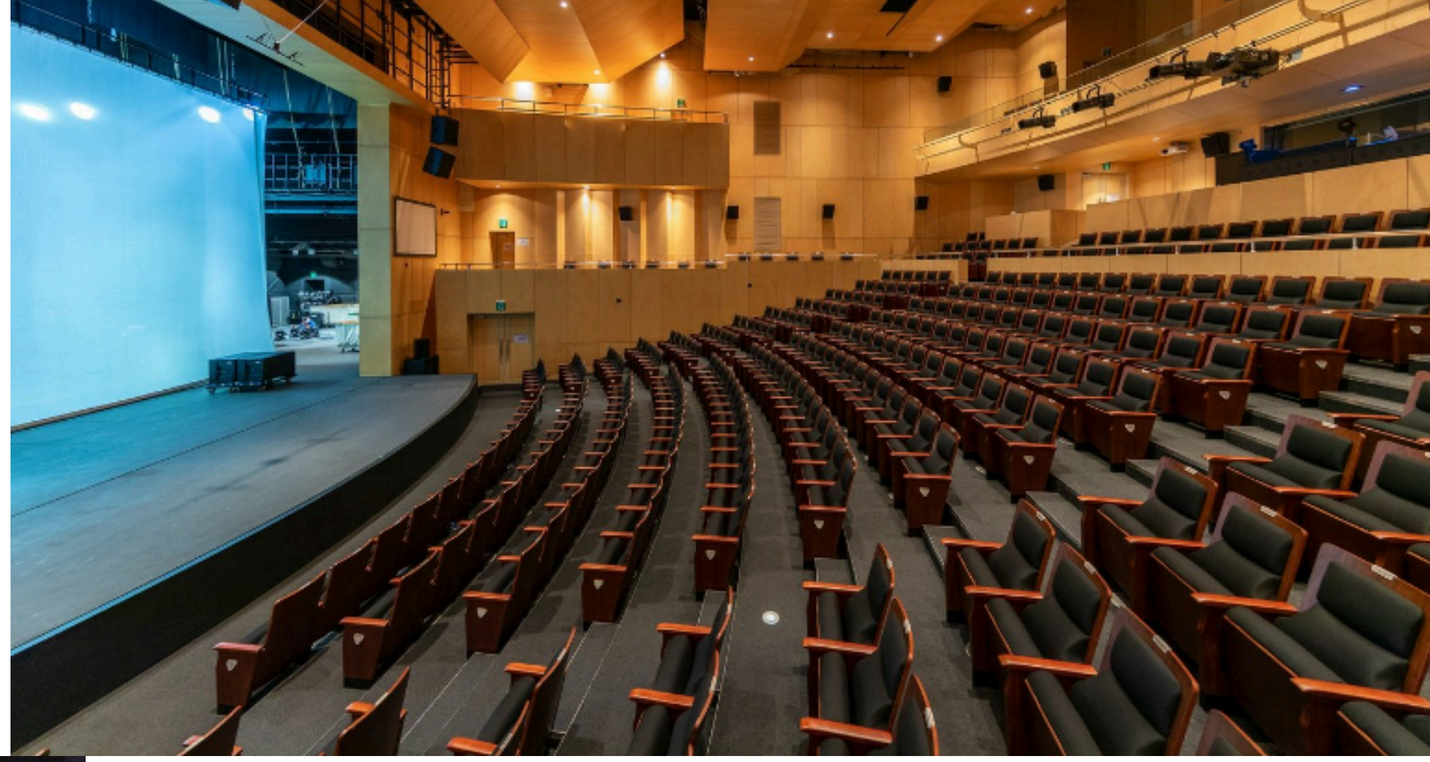
— CASE CONSTRUCTION

HEAR DIRECTLY FROM PAST CLIENTS... **www.MaryCzarneckiSpeaks.com/testimonials**

Choosing the Right Speaker Isn't Always Easy...

- You work hard to plan your event - the hours it takes to bring it all together can be overwhelming & exhausting
- The last thing you need is to worry about is speaker that doesn't deliver for your audience
- There's nothing worse than to think you've made the right decision, only to be disappointed by a speaker

DON'T LET THE WRONG SPEAKER RUIN YOUR EVENT...



I'll deliver for you, so you can deliver for your people.

- I'm known for over-delivering and bringing only my best
- I'm ensure your audience leaves inspired but also motivated to apply what they learned in real life
- I work hard to exceed both your expectations and the expectations of your audience so your event succeeds

BIG OR SMALL, ONLINE OR IN-PERSON, LET'S MAKE YOUR EVENT A SUCCESS!

Let's Connect!

Support@maryczarnecki.com

MaryCzarneckiSpeaks.com

StickyNoteMarketing.com

instagram.com/maryczarnecki_

MaryCzar.com/podcast

"Every brand has a story worth telling; it's about crafting it in a way that captivates, connects, and converts."
— Mary Czarnecki
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