

## TESTIMONIALS about MARTY AVERY: Speaker, Workshop Leader, Facilitator

“I’ve been fortunate to have heard many keynote speeches given by Marty Avery. Marty has a rare combination of strategic perspective and creative vision. As an entrepreneur, I recognize and appreciate the valuable insight provided by the depth and breadth of her business experience and vast professional network.

Always prepared; never predictable. Marty’s speeches are, at once, erudite and entertaining.”

Victoria Young  
President, Riverstone Insurance

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“Marty, I absolutely loved your speech. You are a one-of-a-kind speaker that is naturally engaging, entertaining and FULL of life. From the moment you took the lectern at the front of the room, to having me fully engulfed in your story and then to wrap it up in a meaningful purpose was fantastic! I enjoyed every second of it. You have a natural talent for story telling and educating us in a most unsuspecting way! I look forward to the next time I am able to see you speak!!!

Thanks for the happy ending, I’ll always remember it!”

Jean Slemko  
Systems Analyst  
Parks Canada Agency

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“Marty combines the mind of a scientist with the soul of an artist.”

Carol Hyams  
Morguard

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“Hi Marty

I think you are an amazing speaker!!! I have learned so much in a short amount of time...from you!!!

Thank you!!!”

Jean Hudson, WPO

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“I find myself at business events every week with speakers that frequently claim that they are the go-to source on networks and relationship building...ho hum. Marty Avery’s session is a revelation – powerful advice sprinkled with compelling dialogue.

For more information and bookings please contact Marty Avery at: 403-609-0940 [marty@what-if.ca](mailto:marty@what-if.ca)

Marty's interactive workshop elevated the room to an astonishing level of instant intimacy. With her keen insights into the true meaning of networks, she introduced us to techniques and language that helped us to establish the deep connections that lead to selling our ideas and ourselves. When Marty is in the room I feel enveloped in her reign of positive energy. She is the goddess of gaspingly penetrating questions. Question - What if you had the chance to see Marty Avery in action?

Answer - Go! ... and go as often as you can."

Debbie Dimoff,  
VP Strategy and Administrative Services  
PMI Canada

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"Marty has a knack for cross-fertilizing ideas and naturally transfers and applies knowledge into a new environment. To do that, she is observant, watchful, and pays close attention to process and path. She does this with abundant energy and enthusiasm, and in so doing, is able to gather and unite folks with wide and sometimes divergent interests. She is able to delve into technical issues, and yet bring the necessary edge of creativity to a situation requiring a turnaround, or transformation. In my opinion, she possesses a rare and valuable combination of skills and is a walking catalyst... a force of nature."

Lesley E. Gregory  
President  
The Corporation for International  
Settlements (Canada) Limited  
&  
Vice Chair and President  
Canada Arab Business Council

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"Thank you for all your ideas. I love how your mind is always whirring- seeking out the possibilities. Exploring potential in your self and others. It's a great quality."

David Lavalley, Filmmaker

"I talk about you and what you taught us a lot, I listen more to people, I even coached some guys... You are fantastic!

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What I like the most from you is that you understand something that not a lot of people do : human relationships are everything and we have to be nice and take care of others. Maybe we should become prophets and tour the world with this message. I would be the assistant prophet heee heee... I am joking but it makes me cry when I talk with people who became egocentric because [they are] jaded from past experiences... and I think the way you approach things is a key to happiness!”

Genevieve Godin  
Interactive Artist

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“I want to thank you for the last couple of days. I found it really insightful”

Elliot Woolner  
Interactive Arts and Entertainment Program Resident  
Canadian Film Centre

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“Marty-

Wanted to say thanks for the workshop at Habitat this past Monday, and to apologize for being a little out of it- I wasn't feeling that well and found it hard to participate as much as I would have liked to. In any case, the workshop was eye-opening, both on a personal level (I've never been much of a networker) and in terms of helping our group.”

-Jon  
Habitat New media Lab

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“Thank you so much for your enthusiasm and insight into the "business world". Your session really opened my mind to many new possibilities that I had overlooked.”

Alison L. Brooks  
Interactive Arts and Entertainment Resident  
Canadian Film Centre

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“Marty, that was the most amazing and powerful speech I've ever heard! You did have a powerful impact through the message also. A message that I will take with me and work on. Thank you.”

Zsuzsanna

“Marty, I just wanted to thank you again for a great week. I don't think I'd fully understood just how much territory we'd covered until I spent last night (Friday evening) with a few actor and producer friends.

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When I started telling them about our two days of pitching training and just how emotionally exhausting it was to be taken to task until even nuances were understood and appreciated, I was the belle of the ball. I think some of them would have whipped out notepads and started taking dictation if circumstances had permitted.

Anyway, thanks again. I'm looking forward to staying in touch. For introverts like me, extroverts like you can be a real shot in the arm! ;)"  
Ryan Fitzgerald  
Nihilonaut Productions

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"Marty, great presentation. You were a great facilitator for that productive free flow of ideas. I was moved by the stories you told and got others to share."

Anonymous, from feedback form

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"Marty Avery--an absolutely excellent presentation, great examples...and you got us involved!"

Anonymous, from feedback form

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"Marty, I enjoyed your speech very much. What a powerful influence people can have on each other. I was left with a warm glow that will be with me all day. Thanks."

Anonymous, from feedback form

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"That was the most amazing and powerful speech

"I am very thankful for having so much time to spend with Marty and I think that I learned some valuable and useful things for not only business but personal life."

Anonymous from evaluation form

Interactive Arts and Entertainment Resident

Canadian Film Centre

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"Miss Marty, thank you for your amazing words and sharing your energy. You are a gifted speaker."

Mary Tidlund, Founder of the Tidlund Foundation

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"It was a real pleasure to study under Marty. She is a crucial part to this learning process and I feel better having had met her. Many thanks and appreciation for everything she does, and I look forward to bouncing some ideas and concept off her in the future."

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Feedback form  
Interactive Arts and Entertainment Resident  
Canadian Film Centre

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“Exercises used were very useful. Marty has such a great energy and presence [sic], and is truly an inspiration to a young professional as myself. I found Marty to truly embody everything she spoke on, and I hope to stay connected with her as I develop and engage into the field of New Media and Content Development.”

Feedback form  
Interactive Arts and Entertainment Resident  
Canadian Film Centre

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“ Marty is a warm and charismatic speaker and inspiring to me because she:

a) is a truly creative spirit, taking every opportunity to question every thing that she sees, thinking out of the box, and never doing the same thing twice. Her email signature says “What if you never asked the right question?”

b) is seeking to understand the power inside the mind, body and soul. Through the study of Chi Quong, she is becoming a master of the energy and self, and shares this knowledge with others.

c) is an expert, and openly teaches her strategies of how she opens people's minds to new ideas.

d) is a terrific leader in understanding the personal side of business relationships. I learned that business relationships are relationships first and should be treated as such. She understands how to gain trust with people to foster sincere connections and tells memorable anecdotes... I know other people would learn a lot from her experience and understanding of human relationships.”

Maggie Greyson  
Rogers Wireless Communications Inc.

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“Such and entertaining speech. I love your style. Great idea involving all of us. You could have been a lot longer.”  
Cress

“Marty is an inspiration to women everywhere and the definition of a natural connector.”

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Donna Whitney  
Director, Business Implementation  
Rogers Wireless Communications Inc.

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“You inspire us to be better.”  
Paolo Mizrahi  
Owner, Absolutely Wild

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“Hi Marty.  
I just love the way you think.  
Every day I have another way to look forward...  
You have added so much to our lives in such a short time.”

Peter Cunningham  
Owner, Absolutely Wild

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“I was fortunate enough to attend a speech on networking with Marty Avery. She provided a useful and informative session that gave me the right tools to apply immediately. The next session was her workshop that sparked new ideas and uncovered barriers to success. very inspiring.  
Janice McDonald  
President, My Music

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“You managed to break down the big idea into a systematic, logical approach, explaining the why's and goals along the way. I had so much fun... learning how to create an awesome presentation (for which I was complimented by the client). I think you have an amazing talent to extract the essential, put it into perspective and relate it back to the big picture while pointing out the interdependencies and risks. I trusted you quickly. I feel you are very knowledgeable and genuine, and know what you are talking about, and that makes you respectable. You are truly an inspiration to me.”

Michele Hecken  
President and Owner, Alpha Translations

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## TESTIMONIALS about MARTY AVERY: Speaker, Workshop Leader, Facilitator

“Marty, you are truly incredible .. how do I begin to thank you for all of this incredible thinking and insight !! I have read it and re- read [the notes]and every time .. I focus on something different !! Thank you Marty from the bottom of my heart.”

Marilyn Barefoot

President, Barefoot Brainstorming

“Hello Marty,

I want to drop you a quick line to thank you for your fantastic work at Banff last week. It was really a pleasure seeing you counsel the teams. You have a ton of very strategic and applicable advice to give and I know that what you were saying was hitting home with most people in the room, on both sides of the screen!

I am very glad to have you in the neighborhood and look forward to working with you when and where possible in the future.”

Susan Kennard

Director and Executive Producer, BNMI, Banff Centre

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“Marty inspires. She has a great knack for asking the right questions. I ...can verify she is indeed in the right profession – as the chief catalyst of What If? she helps clients answer questions they need to ask, and most likely didn't even know it. She is very perceptive and can speak to a variety of topics – I would highly recommend her as a motivational speaker and suggest What If? for best practices and sound business advice.”

Sharona Gottlieb

Flickerbox Inc. CA

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“The entire programme was well put together and you made the material interesting.”

Probation Officer, feedback form

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“I enjoyed everything. Very good, informative and diverse.”

Probation Officer, feedback form

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“It was a great day-everyone seemed to enjoy it!”

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Probation Officer, feedback form

“Excellent, very well presented good examples and use of sense of humour. Really great day!”

Calista Thompson, Probation officer

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“I started the morning with a light headache--had very little sleep--thought it would migraine but by end of day--or more like early on--head felt great!”

Probation Officer, feedback form

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“It was excellent presenter--great sense of humour and gift of interacting with people.”

Probation Officer, feedback form

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[One word to describe your workshop experience today]:

“Enlightened!”

“Relaxing” x 2

“Entertaining”

“Very Enjoyable”

“Refreshing.”

“Pleasant.”

“Enlightening.”

“Stimulating but relaxing!”

“Soothing/real +’ve feelings.”

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“Thank you for a great, relaxing day! Just like what we wanted.

Marty, your presentation was fun, informative and useful. Several people have been caught doing some of the energy and breathing exercises in their offices during the past few days.”

Marian Booy,

On behalf of the staff at the Toronto West Probation Office

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“You are a networking empire!”

Kyree Vibrant  
Digital Programme Coordinator, CBC

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“We engaged Marty as Facilitator for a 2 day Symposium at CIGI. From start to finish, it was a pleasure to work with Marty - she excels at sideways thinking, pushing the envelope, and expanding the horizons and possibilities. As a Facilitator, Marty was superb at handling the micro and macro level details to ensure that our event was handled well at all levels.”

Juanita Metzger, Project Manager, Centre for International Governance Innovation

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“Marty.... what's not to love. When Marty is present in a room she shines a light on your own experience. She speaks from her heart about her life and like a warm, gentle encouraging wind reveals a new land for your exploration. You will visit landscapes of this new world and find gems of insight and pearls of wisdom.”

Jennifer LaTrobe  
Executive Director, All Aboard Youth Ventures

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“You were terrific! You were truly inspirational. Our entire team enjoyed meeting you and enjoyed your “presentation” immensely. I am so grateful to you for doing this.”

Gretchen Fox, President  
Fox Relocation Management, Boston, NYC, Washington.

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“I just wanted you to know how valuable this has been for me and how much I appreciate what you teach and the way in which you teach.”

James Milward  
Content Producer, Interactive Project Lab, Canadian Film Centre

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"I so enjoyed meeting you and being in your presence. The session was insightful and fascinating to see your style. Unique and engaging. It was a method I'd tend to myself, organic and flexible, yet carrying focused messages. I think it's a tough one to get the linear people to applaud every time. But it was so educational and stimulating on so many deeper channels.

More for me than trying to assess the "workshop", was to get a flavour of how you work. I can see that you must be very compelling for executives locked up in form. You are a great break out intervention."

Joel Soloman, participant Web of Change  
President and CEO of Renewal, Chairman for Renewal2, and Executive Director of the Endswell Foundation

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"From my perspective, the keynote went brilliantly. I personally got a lot out of it, and loved the way you wove the principles into your keynote. It was a delight to see a "non-stodgy" (that's my official term for it!) keynote speaker, someone who had fun but still delivered a message and, most importantly, involved the audience in the process!"

Lindsay Parker  
Custom Programme Manager for Leadership Development, the Banff Centre

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"Thanks for the incredibly helpful session today.  
I wish we could have had a couple more days with you. Mark has been singing your praises and I was not let down!"

Trevor Shakin  
Content Producer, Interactive Project Lab, Canadian Film Centre

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Hey Marty,

Thank you for helping me, and everyone else, recognize our super-powers.  
Billiam James, The James Gang

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Hi Marty,  
I wanted to let you know that your secret power game yielded an understanding insight into myself. as i reflect on it i realize this is the key in my quest for transformation.  
Camille Turner, Chief Creative Officer

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“Marty Avery is an expert presenter, listener and connector. In the 2 years that I've relied on her services to mentor, coach, teach, connect and network I've continually been impressed with the level of enthusiasm she brings to each project and how that enthusiasm undoubtedly rubs off on those that she works with. Marty is a new school thinker skillfully combining a multiple array of disciplines, experiences, interests into a friendly, digestible and meaningful package. A package which helps individuals and organizations achieve their potential while navigating through complex ideas around innovation, social change and profitability.”

Mark Greenspan  
Director of Digital Media  
Achilles Media Ltd.

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“Thank YOU Marty - your talk was brilliant. Can't wait to get it online and share it.”  
Matt Gorbet, Partner Gorbet Design  
Producer, TEDXWaterloo

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I really loved your TEDx talk.  
Breathtaking,  
Rose Bianchini

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“Out of all of the experts that have passed through this program, it's you who has most profoundly affected me and whose advice I think will have the most measurable effect on my life moving forward.”  
Vanessa Shaver, Interactive Art and Entertainment Resident, Canadian Film Centre Media Lab

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Comment from Panelist at CFTP  
“Hi Marty,

It was great paneling with you! I thought the whole thing went amazingly well and it was fun. Your calm deep interest in what each of us had to say was the cohesive force that pulled the audience in and kept us all together.  
Jill Golick, creator CrushingITStory.com, Haileyhacks.com

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“The first half day yesterday (at NEXTMedia) was really good. Marty Avery from "What if" got everyone chatting with each other in a fantastic networking exercise in the Start Up session.”

Gavin Mc Garry

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“Marty Avery was one of the best speakers in our business series. She went above and beyond to know our audience, tailoring the presentation to the crowd and managing to work in their stories and experiences to make the topic both interesting and personal. We’ve had participants contact us specifically to thank us for the session and even more, other’s have let us know they have applied her ideas to grow their organizations. We wouldn’t hesitate to recommend Marty both as an expert in her area but also as a strong and engaging speaker.”

Teresa Mullen, Executive Director, Canmore Economic Development Authority in partnership with Tourism Canmore Kananaskis

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Twitter Tweets

Hi! I just loved the style of your talk yesterday. Totally engaging! and of course I learned to say HI to all the strangers!  
Shell\_man via Twitter

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[primalkmark](#) [#TEDxWaterloo](#) Marty Avery just transported me back to my childhood with an unexpected Romper Room reference.

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[tomfromhr](#) Unusual but great talk by Marty Avery so far. [#tedxwaterloo](#)  
indigofire RT above Tweet

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[euni](#) Marty Avery's talk on her personal journey is the most amusing talk tonight. She has a knack for storytelling. [#TEDxWaterloo](#)

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[indigofire\\_net](#) “Way to grab our attention Marty! The audience is hanging on every word.” [#tedxwaterloo](#)

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joannawoo RT above Tweet

[YMCAsofCandKW](#) RT [@slichti](#): TEDxWaterloo some great sessions Terry O'Reilly, Marty Avery, Michael Sacco.

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[Arthemie](#) [@angrycelery](#) "I will say that [Marty Avery's belt was near-blinding under the lights, but it was worth it" <-SO TRUE! lol!

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[indigofire\\_net](#) The biggest sin isn't murder, it's indifference. What an awesome talk from Marty Avery!

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[Skitchilicious](#) RT [@indigofire\\_net](#): The biggest sin isn't murder, it's indifference. What an awesome talk from Marty Avery! [#tedxwaterloo](#)  
Joannawoo also tweeted The biggest sin is indifference.

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[write\\_girl](#) Marty Avery just suckerpunched my heart and soul in such a great way. Namaste  
RT by worx4you

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[abeard07](#) Oh wow. Marty Avery! Thank you for the flash back to when I was 3.

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[angrycelery](#) Indifference is the biggest crime against humanity and creativity. Wicked talk by Marty Avery.

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[renjie](#) "I see you" - love the talk by Marty Avery.

### — Video Testimonials

[http://www.youtube.com/watch?v=VGgtVrvltX0&feature=mfu\\_in\\_order&list=UL](http://www.youtube.com/watch?v=VGgtVrvltX0&feature=mfu_in_order&list=UL)

<http://www.youtube.com/user/carnasutra#p/u/14/BPGsJfMc4ng>

<http://www.youtube.com/watch?v=f1jJrgd5ee8&NR=1>

<http://www.youtube.com/watch?v=ZqxnKXaEjXU&NR=1>

<http://www.youtube.com/user/carnasutra#p/u/13/ro-SWAmj4IQ>

[http://www.youtube.com/user/carnasutra#p/u/15/II\\_\\_570cLBo](http://www.youtube.com/user/carnasutra#p/u/15/II__570cLBo)

<http://www.youtube.com/watch?v=klqdP9kGG-I>

<http://www.youtube.com/user/carnasutra#p/u/4/C39ERNljepE>

<http://www.youtube.com/user/carnasutra#p/u/42/ZqxnKXaEjXU>

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