



Patti Mara

Patti Mara loves conversations that lead to breakthroughs.

In her coaching and her business, Patti is always looking for the “shifting point” — the piece of the puzzle that opens up a new level of results.

Patti Mara’s passion is helping people find the perspective that will enable them to generate extraordinary profits. She’s an expert on perspective: She’s spent nearly 20 years helping companies and individuals take a fresh look at the way they operate. This unique insight helps them reach their full potential, enhancing customer experiences and dramatically increasing their growth, customer retention, and profit.

Patti is the owner of Maranet Inc. and the creator of The Profit Generator Program*, which takes business owners through a process for learning to see through their customers’ eyes. “It sounds really simple,” she says, “and it’s really tough! I give them an experience of that shift in thinking, and help them develop the skill so they can do it with ease.” She also created the Breaking Through Barriers Program*, which helps business owners identify and eliminate the bottlenecks restricting them to achieve a new level of growth and success.

She loves helping her coaching clients achieve these breakthroughs too: “There’s a great level of satisfaction at the end of a workshop day when you see people go through shifts, then go out, have their quarter, and come back with their results. And over time, especially with the entrepreneurs I’ve seen for years, to watch transformations happen — it’s a real privilege and a joy.”



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Patti has been an entrepreneur since university, when she pitched a proposal for a T-shirt business to a panel of bankers and lawyers, and won their approval for a student venture loan. While at university, she also worked at a small chain bookstore that excelled at customer service — and more than doubled its gross revenue quota. “The experience at the bookstore stayed with me,” says Patti. “Customers want to shop at a place where they feel welcomed, appreciated, and taken care of — and the results followed!”

In 1997, she discovered Strategic Coach® and became part of its entrepreneurial sales team. “It was like coming home,” Patti says. “I was excited about what Strategic Coach was up to. I could feel my brain expanding.” Her biggest successes came from conversations based on the Strategic Coach® Program’s concepts and tools. “I would coach anyone who was willing to talk to me.” Over time, she gravitated to facilitating in the workshops, working with the clients’ teams, and giving speeches. The next natural step was into coaching.

When it was time for the next step, an entrepreneur approached Patti to help transform his company. It was a manufacturing company that was being heavily commoditized and struggling to maintain revenue with profits plunging. As a consultant, Patti guided them through repositioning what they were really selling, shifting the company’s focus from selling a product to selling a solu-

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tion. This led to a 35 percent increase in revenue and doubled their profits in the first year, winning them recognition as one of Canada’s 50 best-managed companies.

Patti took the process she created and packaged it into an online program called The Profit Generator*, targeted to retail and service businesses. “I use Strategic Coach tools in my own business to produce results, so I have real examples to share with people,” says Patti. “When you’re facing challenges, I can relate because I’ve been there. I can show you how to identify the obstacles, overcome them, and move on to the next level. When people are stuck in something, I can relate to it, and still show them what the leap of faith is. And, selfishly, being around the Program and the Strategic Coach team is also the best coaching I can possibly get!”

As a coach, Patti has now worked with hundreds of entrepreneurs to dramatically increase their revenue, life balance, and company growth. She’s also become a popular speaker to groups from a variety of industries — financial advisors, commercial real estate agents, restoration and cleaning professionals, restaurant owners, and independent pharmacy owners, as well as to organizations like Women’s Congress and Entrepreneurs’ Organization.

True to the philosophies of Strategic Coach, she’s created her success without sacrificing her personal life. “I am religious about my Free Days™,” she says.

Patti also likes to overcome hurdles in her free time: Her favorite pastime is horseback riding. Patti owns a Holsteiner gelding named Pepper and often spends her weekends riding. She likes to inspire the next generation, too, and all five of her nieces ride with her. “It’s one of the immeasurable joys in my life!” she says.