

# patrickgalvin

## galvanizing business success

Patrick Galvin is an accomplished marketer, speaker and author who educates and entertains. Since 2004, Patrick has galvanized audiences to set big business goals while providing them with the inspiration and insights to achieve them. Patrick is the “chief galvanizer” of The Galvanizing Group, a brand strategy and marketing company in Portland, Oregon. He is a past president of the Oregon Chapter of the National Speakers Association.

### speaking topics

Whether delivering a keynote presentation, breakout session, workshop or webinar, Patrick engages audiences with fresh and practical material. He interviews meeting planners and a cross-section of attendees to understand their attitudes, challenges and goals. Then, he crafts a tailored presentation that makes a lasting impact. Popular topics include:

#### Growing Your Credit Union One Relationship at a Time

Great relationships are the difference between success and failure for credit unions. Patrick shares simple yet powerful strategies for integrating face-to-face and online networking activities to create lasting connections that will help you stand apart from your competitors and increase repeat and referred business.

#### Galvanizing Your Credit Union with Word of Mouth

Traditional advertising no longer works for most businesses. Credit unions need to connect with members and prospects in new and creative ways or risk getting lost in the commercial clutter. In this fast-paced and entertaining presentation, Patrick provides ideas for galvanizing positive word of mouth that fuels sustainable growth.

#### Delivering Remarkable Member Service

Whether you deal with members directly or support those who do, providing a remarkable service experience is what keeps people coming back. Patrick will show audiences how to appeal to distinct personality types to guarantee loyalty and referrals.

#### Creating a Powerful Brand

People want great products and outstanding service, but brand loyalty is an emotion that runs deeper. Today’s digitally savvy members expect to connect and communicate with brands using tools that did not exist previously. Patrick shares how to define, develop and disseminate your message to build an irresistibly strong brand with an enthusiastic following.

### partial client list

Alliance of Chief Executives  
American Chamber of  
Commerce Executives  
American Society of Pension  
Professionals & Actuaries  
Association of Progressive  
Rental Organizations  
Ater Wynne LLP  
BECU  
Executive Officers Club  
FAB Law  
Independent Insurance Agents &  
Brokers of Oregon  
Independent Insurance Agents  
of Oklahoma  
Independent Insurance Agents  
of Texas  
Independent Mitigation and  
Cleaning/Conservation Network  
LPL Financial  
Meeting Professionals  
International  
Mega Group Inc. (Canada)  
Michigan Association of  
Insurance Agents  
National Home Furnishings  
Association  
National Speakers Association  
New York Life  
Oregon Fuels Association  
Oregon Society of Association  
Management  
PIA Western Alliance  
Portland State University  
San Francisco Mart  
SEMPL (Slovenia)  
The Standard  
Umpqua Bank  
Washington Oil Marketers  
Association  
Washington Society of  
Association Executives  
Western Home Furnishings  
Association  
Women Presidents' Organization  
Vistage

watch patrick speak  
[www.patrickgalvin.com](http://www.patrickgalvin.com)

book patrick today!  
503.249.8800



TheGalvanizingGroup

## what others are saying

"Patrick presented on real world and online networking to our entire mortgage sales force. His presentation was engaging, interactive and powerful to foster new ideas, change behaviors and grow our business. How do I know? Within two weeks of the presentation, multiple loan officers had gained new contacts, joined networking groups and/or directly received referrals as a result of their actions."

**Rob Walworth, Director of Mortgage Sales**  
BECU

"Patrick's presentation challenged the mortgage loan officers to view their LinkedIn and other social profiles from many vantage points. His presentation was personalized for our group, dynamic, and very interactive, thus, allowing our sales team to get the most out of his message. Most importantly, Patrick ardently followed up with individual coaching sessions for each sales person and provided personalized recommendations for each of their profiles to ensure that they were maximizing all opportunities for getting their personal message out."

**Casey Filburn, Director of Mortgage Lending**  
Advantis Credit Union

"We had Patrick speak to mortgage loan officers across the company about networking and leveraging social media to increase referrals. Patrick was easy to work with and met with us prior to the presentation to customize the content to meet our needs. After two days of back-to-back presentations, we asked our loan officers who their favorite speaker was and Patrick was at the top of the list. Many went home that weekend and implemented the recommendations that he provided. Patrick is engaging, and provides clear, easy-to-implement ideas."

**Tony Ingram, Regional Director**  
First Tech Federal Credit Union

"Congratulations! You gave an outstanding speech at our mid-year managers meeting. Thank you for eloquently describing the benefits of face-to-face and online networking and giving us so many great tips and ideas on how we can network more effectively. We are all looking forward to another chance to hear you."

**Lidia Dokter, Branch Manager**  
America's Credit Union



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www.patrickgalvin.com

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## myguarantee

Your satisfaction is the measure of my success. Therefore, I guarantee to:

1. Learn about your organization and the latest happenings in your industry.
2. Interview prospective attendees to assess their needs.
3. Address the biggest challenges facing your audience.
4. Create a presentation title and description that will generate interest and fill seats.
5. Work with you to develop innovative ways to drive event attendance.
6. Deliver an interesting and informative presentation that provides lasting value.
7. Adhere to time constraints even if they change at the last minute.
8. Answer audience questions and interact after the presentation.
9. Provide recommendations for future presentation topics and speakers.
10. Galvanize your audience to greater levels of business success.