

# Communicate With Geeks

Get More Out of Your Technology Buck!

Why does it take so long & cost so much?  
Why do they ask *me* all these weird questions?  
Do they *really* understand what I need?  
What happened to *all* those promises?



**Learn from someone  
who consistently helps  
C-Level Executives  
& Boards of Directors  
talk with their technologists  
to get it right the first time!**

**Pat Ferdinandi**

**Speaker, Author &**

**Business Concepts Translator**

**Helping Businesses Get What They Want from Technologists**

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Speaker, Author &  
Business Concepts Translator

## Communicate with Geeks

Are you getting the *correct bang* for your technology buck?  
Are the technology solutions you are getting  
*addressing your* business needs?  
Is what you requested from your technology group  
*consistently less* than what you expected?  
Are you having trouble expressing *your needs* to geeks?

I help business people get their points across to techies.  
I'll tell you how best to engage them in your business strategy.  
You will understand where the money and time go  
so you'll know when to flex your control muscles.

## I Can Help You To Succeed

Business Executives have requested me as  
their interface with technologists for over 30 years.  
Why? I speak both business and technologists languages.  
I'll teach you how to convey your needs, when and  
how to keep tabs along the development process.  
I will tell you how to get geeks (located anywhere)  
engaged with *your* business strategy.

*CIO Magazine* hailed my abilities  
"to help business people communicate with IT"  
in my book titled  
*Data Warehousing: Advice for Managers.*

## Diverse Array of Clients

AIG, AT&T, Bank of New York,  
BurrellesLuce Media Clipping Company, Christie's Auction House,  
CitiGroup, Ford, IBM, Indiana Dept of Corrections,  
JP Morgan Chase, Neighborhood Connect, NCR,  
NYC Dept of Transportation, New York Life, Prudential Insurance,  
Sherwood, UBS, UPS, X-Change Technologies, and many others.

## Arrange Your Session Now

Tailored to meet your needs, my presentation is ideal for  
Business Executives and knowledge-workers that need to  
engage technologists to build or modify business systems.  
Hear from an insider at your next business-related  
gathering by learning how to talk to geeks.  
Reserve your date now!

**Helping Businesses Get What They Want from Technologists**

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