

PURIS CONSULTING 1:1 CASE STUDIES



Marco Cartolari, Musician, Singer, Songwriter

Marco came to Puris and Katy from a very successful former life as an international CEO. Marco's passion and talent had always been music. Marco is a gifted writer and artist. Katy collaborated with Marco on discovering and defining his brand and purpose as an artist and then focusing on how to develop the music brand to reach Marco's ideal audience.

Big result as said by Marco: "It's been a really interesting experience. I had the chance to learn about the industry but mostly to start reflecting on who I am and what I really want, what I like and what I don't, what am I good at, what are my strengths and weaknesses, how others perceive me, what do I have to contribute through my music etc.

Collaborating with Katy as my artist brand development expert started me on a path of self-discovery that hopefully will lead me to achieve something I can be proud of, in an area that I'm passionate about. As in any such instance, it hasn't been easy. It's requiring me to look at the mirror every day and take notice of the good and the bad things but mostly, I has helped me to be mindful of what I do, how I feel. So that my music can be more authentic, because it's a real reflection of who I am, not of who ideally I would like to be. And this, hopefully, will help me connect better with my audience.

Collaborating with Katy has also helped to be more self-aware and deliberate in what I do and has given me a more focused purpose. Why did I write that song? What did it come from? What did I want to communicate? How I wanted to communicate? What was my end goal: make a record, do live music, write music and license it for movies or tv etc.? And then how to go about it?"

Since our work together, Marco has recorded his first LP, developed a robust social media/web presence and gone on tour successfully.



Gary Wardein, Financial Adviser, Bank of America, Merrill Lynch



I am now engaging in activities that I had shunned in the past, mostly due to personal inhibitions that I rationalized by pretending that I had no time for such activities and, in the process, found that these new activities were actually a lot of fun.

What are the two most significant improvements that resulted and/or big result from your work with us? Organizing my time which resulted in discontinuing or delegating functions that I did not need to be doing myself; overcoming my resistance to engage in socially-oriented situations.



Erin Bethge Wardein, Financial Adviser, Bank of America, Merrill
Lynch



Erin came to Puris Consulting because their advisory team was in business development mode and Erin was new to the industry. She was looking for someone who could support her with messaging, confidence, and helping her identify the story she would use and go out to the world with.

Big result as stated by Erin: “Katy has a way of pulling out the best in you and identifying qualities that resonate with people. She was able to take my words and experiences and help me craft verbiage that is natural, genuine, and passionate. I am able to use this and feel confident when I am in different business social environments.

The most significant improvement as a result of my work with Katy is confidence, confidence, confidence!! I know I can go into any room of people and pull pieces of who I am and relate to anyone I come into contact with.”