

Patricia Varley's Story

Written by Angela Newman

"This or something better is my mantra after I set my goals and intentions. It is having a greater faith, that even though I may think I know what I want, there may be something better and more expansive for me." These are words of wisdom from Patricia Varley, international speaker, coach and author. Setting goals and taking action to reach them along with hard work, dedication and persistence are key characteristics to achieving success in life.

Patricia knows this all too well as she has remained focused and has set goals for herself throughout her life; however she has been flexible in the outcomes because sometimes the opportunities that present themselves are greater than what could have been imagined. From the age of seventeen, she has had numerous occasions to expand her career, and to help others become better people.

She speaks highly of her grandparents who were mentors throughout her life. They are people she respected and looked up to. In fact she contributes a lot of her success to what they taught her and the example they set. Of them she writes; *"First and foremost my maternal grandparents had tremendous courage, vision, success and commitment during the depression in New York and knowing their story of success and inspiration was a key in my knowing that I could do the same. With hard work, ethics and making a difference for others, along with my passion and education, I have been able to have a professionally successful life. They were amazing role models. This also filtered into our family life and many entrepreneurial endeavors that family created."*

Patricia's parents and grandparents expected her to attend college after high school so it seemed the natural thing to do and she never knew there were other options. But entering college at age 17, she wasn't sure what she wanted to major in. She eventually settled in Behavioral Sciences (psychology, sociology and anthropology). It wasn't until ten years later that Patricia completed her Masters in Human Services Administration. Although she is thankful for the education she received in college, she is equally grateful for the life lessons

she learned. *“I also feel the life and social experience and living away from home in a dorm and in another state were appealing but also part of life learning.”*

After graduating from college, Patricia wanted to become a therapist/psychologist because of her desire to help others, but instead took a job working for Hyatt hotels at their corporate office in Orlando, Florida as Director of Guest Services. *“I managed a staff of 35 men and women with no experience (I was 22 years old) in a 950 room resort hotel. I was then promoted to Concierge Manager and helped open a 5 star luxury Hyatt resort in the same area. As a result of my business and management background and wanting to be my own boss and have more freedom, less structure and get away from the corporate politics, I became an independent network marketer (MLM) for a personal care and wellness company.”*

It was this experience that helped Patricia get in touch with her natural ability to coach, speak, inspire and train others all of which were stepping stones to her present business and success as a facilitator, keynote speaker and trainer around the world. *“My work is my calling and a greater purpose, not just a job. I have a deeper connection to it.”*

Throughout her life, she has faced challenges as all women do while climbing their career ladders. When asked what her challenges were and how she overcame them, Patricia said it was *“owning my skills, successes and contributions and getting out of my own way in order to be successful and acknowledge what I can contribute to others. For many years in the past (not now) I felt like an imposter to my own success. Even though on the outside I looked successful, I did not always feel it, believe it, or feel it was due to my gifts, hard work and focus. I had to ‘act as if’ before I believed that the positive response I was getting from others, say after I did a training or keynote speech, actually had to do with me. The more I embraced my unique talents and gifts from the inside out; I was able to achieve greater success as well as deeper self-esteem.”*

When faced with challenges, Patricia has learned to focus and ask herself why she is in this line of business and how she is making a difference in others’ lives which brings her back to realizing it is her purpose and calling and not just a career. This allows her to focus on the positive things she brings to people’s lives each and every day and not fear of the challenge

ahead. She says, *“I feel the fear and do it anyway.”* After all the most satisfying of her professional accomplishments are those where she has made a positive impact on others; clients, employees and individuals alike so fear cannot stand in the way.

Patricia has experienced a very satisfying career over her lifetime and continues to help others through her mentoring, networking and friendships. Her career has evolved over the years to where it is today; it didn't happen overnight as most of us can relate to. *“We need to be patient with our careers as it is a process,”* she says. Although we may want things to move along quicker, it may be that opportunities are presented to us when the universe thinks we are ready for the next rung on the ladder.

When asked what advice she would give to women climbing their career ladders she said it's important to believe in yourself first as an individual, then as a woman. She says to *“Embrace your successes and acknowledge yourself, your efforts and your courage. Do the same for other women as well. Collaborate and cooperate with one another instead of compete. We need one another and can learn and grow together if we choose. Surround yourself with supportive friends, family, mentors and relationships and do the same for others.”*

So, last but not least, a story about a lesson learned that Patricia wants to share with the Pink Ladders women; **“KNOW YOUR WORTH!!”** So many women will be able to relate to her experience or will find themselves in a situation in their career someday where they will need to cross this bridge so take heed.

“I was asked many years ago to coach and facilitate training and life coaching for a financial company of 20 employees and a CEO in Manhattan, New York. They asked me for a written proposal of my services and fees per month over the next year as it was going to be a long project. I was working on the proposal at my grandmother's home and I told her what I would provide and said I was charging \$2000 per month. She stood up and said know your worth; they can afford you and more. You are worth \$4000 a month.

I was not yet ready to claim my worth at \$4000 a month and could not imagine at that time that they would pay that much for my service, so I charged \$2000 instead. When I submitted

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my proposal to the company the CEO said, “Oh that’s all! I would have paid you double!” So I got paid \$2000 a month for a year when it could have been \$4000. My grandmother never said I told you so and I never charged less again. It was an expensive lesson but I had to grow into and claim my own worth, inside and out!”

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Patricia Varley can be reached by visiting her website at www.patriciavarley.com