

July 30th, 2004

Dear Jim

Re Effective company cultures

While employed as a Director of a company in the Banking industry it became very clear how much the culture of the organisation impacted on results. In this industry there was an understanding that staff should not provide any written references. Now that I am self-employed I am now in a position to provide one.

In all of my roles I have always believed in investing in people and their development. To improve the performance of the organisation I sent my managers to various types of training.

However it became clear that once the managers were demonstrating the right level of knowledge skills and competency, there was another issue impacting the organisation's financial performance. The culture of how the people generally behaved across the whole organization was far from ideal. We worked together and agreed on an off site where you would provide the environment, knowledge and skill for a two day Effective Cultures programme, to crystallize the company values.

The results over the weeks following the program were great. Morale up significantly, sick leave and absenteeism reduced to acceptable levels. I also liked the way you were able to counsel certain people and help them into new employment more intone with where they needed to be.

I highly recommend this program to any manager who wants to improve the culture of their organisation.

Yours truly,



Helen Roderick
Managing Director
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