



20th June 2006

**TO WHOM IT MAY CONCERN**

The Agency has utilised Ted Doraisamy since 2003 to facilitate the development of its Strategic Intent and also more recently to identify a collective vision for the business.

When I spoke to Ted about wanting to develop a vision for the business, I stated that I wanted it shared by everyone and not just the management team, but most importantly that it had to have the buy-in of the staff and with actions plans to ensure its implementation.

What we got was not just a collective vision for the business but they literally drew a strategic roadmap that everyone here contributed to and is therefore totally committed to achieving. This roadmap still hangs in a prominent location in our office, an important reminder to everyone of their personal contribution and also the journey that we are collectively on.

Ted also instigated project teams to drive the action plans developed, and I firmly believe that the focus we achieved as a result of this work has enabled us maintain and grow our client base, enhance our product offering and attain the revenue targets set.

Ted's strongest attributes include his deep understanding of our industry and a facilitative approach that really encourages participation. His workshops are lively, informative and fun. Importantly for me, they are well managed and geared towards and achieving the outcomes I require.

On that note I would like to say, Ted is a professional to work and be associated with and I would be willing to talk to anyone who was considering Ted for a future project.

Yours sincerely



**BARRY O'BRIEN**  
Chief Executive Officer