



April 23rd, 2012

To whom it may concern:

We first engaged Ted Doraisamy in late 2009 to assist in the development of a Strategic Plan for our Livestock business. Our experience from that led to his subsequent involvement with almost every business arm of Virbac Australia covering a host of projects including business planning, strategic framework, executive coaching, creating high performance teams and developing a business Vision.

The Critical Success Factors we established with the help of Ted continue to resonate throughout our business today.

The work Ted did with us on developing a Vision best illustrates the contribution he makes to our business. Following business acquisitions which doubled the size of the business both in sales volume and people, and a subsequent internal reorganisation, the Management Team identified a need not only to clearly articulate the direction Virbac Australia was taking, but to have everyone at multiple sites understand what must be done to get there.

Through processes that had the Management Team working both individually and collectively, Ted got us to visualise the desired future, then draw representations of the critical success factors involved. However, when he then coaxed us into identifying a single image that combined the day's work, we were blown away by what we created - a simple yet highly effective image that so very clearly explains our vision, and what we need to do.

What Ted successfully did was have a diverse team of individuals open up and share their thoughts in a very positive way, then galvanised the knowledge and experiences available to develop a Vision that, as a result of the collaboration, we are all truly motivated by. It was a deeply rewarding experience for us all.

Ted approaches all his projects in a similar way – focussed on the deliverable and to harnessing the involvement of everyone in order to secure their commitment to the outcomes.

Ted has proven time and again to be a highly capable, efficient and effective facilitator, stretching people to get to a great outcome; one that is understood and "owned" by all, whilst ensuring that everyone contributes, and always respecting perfectly the timing of the exercise.

I would not hesitate to strongly recommend Ted Doraisamy to help development of a Vision for your business or to work on strategic projects requiring team based solutions.

Please do not hesitate to contact me on 0438 387 901.

A handwritten signature in black ink, appearing to read 'B Bell', with a stylized flourish underneath.

Bruce Bell
General Manager
Virbac (Australia) Pty Limited