

Waldo Waldman
3727 Triview Sq.
Atlanta, GA 30339

Dear Waldo,

First let me thank you again for the three-hour session you held for us in Frankfurt, Germany just a few weeks ago.

It is always difficult to find the right fit when searching for a speaker, especially when I was looking for someone to come mid week in a week long event with participants from all over the world. I found your site on the web and felt the energy and the connection immediately. But even with that feel good factor, and your numerous good references, you always have that nagging doubt. Is this guy any good? Will it work in this international environment? Our issues? Our fears?

I sent the email for more information and within minutes you were engaged. Not with the standard automated reply, but live on the phone, discussing, sparing, sharing ideas and contributing. From that second, whether you knew it or not, you were hired.

What followed was preparation and professionalism at a level that I have rarely seen. From the initial mission briefing through to the alignment of your message to our world; and just as importantly the mission de-brief, I saw and experienced a real effort to see through our eyes and to deliver.

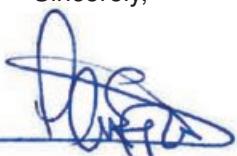
I saw you running through your notes whilst in the gym at the hotel the night before. I saw you mingle and gather intelligence during your interactions with some of team over dinner, or a casual drink in the bar—and then I saw you deliver.

The three hours shot by and the message was spot on. Many have commented on how it was possible that you were able to understand our world so well and how relevant your message got through. We re-used much of your messaging through out the rest of the week and now as we get back to normal office routine, I see elements of this session permeating our daily work.

Your session will last a long time in our memories and in the actions of our team, thank you for flying this mission with us, and believe me,

We'll never fly solo!

Sincerely,



Ian Eggs
WW Director Laboratory Automation Systems
Ortho Clinical Diagnostic