



Chris Baxter
Ology

2nd May 2008

Dear Chris

I'm writing to thank you with respect to the coaching programme that you put together and subsequently ran for the key people identified to form part of my newly created management team. With the trebling in size of my department from twenty to over sixty staff in just under a year, I was faced with a variety of challenges in managing this growth, of which one of the key issues was ensuring that I had the right personnel making up a strong and coherent management team.

From previous coaching that I had personally received from yourself, I was very aware of the advantages of putting together a management team composed of individuals with different skill sets and personalities. Most of the individuals identified were specialists in their fields but had limited experience of management. This was similar to my own position a number of years ago but through which, coaching by yourself had helped me to identify where I should be focusing my energies when moving into a senior management role. Despite the very different personalities involved and in one case, resistance to the idea of coaching, I was confident that your coaching skills could significantly help improve the performance of these individuals and help me establish whether they were suitable to lay the future foundations of the department on.

Now that the coaching programme is complete, I can visibly see a positive difference in performance of all the individuals involved. The individuals themselves all feel that they have benefited hugely from the coaching and all now have a far better appreciation of the strengths of others in their teams.

As a result, I now have a management team that I am confident I can rely on, that I'm happy will allow the department to continue to grow at rapid rate and which is composed of individuals with a variety of different strengths but who now work far better together due to their understand of how each of their fellow team members work. Without the coaching programme that you personally tailored for the team and then developed on an individual basis, the department would not be in such a strong position that it is today.

Yours Sincerely

Jonathan Waugh
Head of Operations

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