

June 26, 2008

Jeff Mowatt  
JC Mowatt Seminars Inc.

Re: Feedback from your recent presentation

Dear Jeff,

I wanted to let you know that I have heard great feedback about your presentation this week. The management team was entertained and inspired by your message.

I really appreciate the preparation that went into your work, and the way you REALLY listened to what was going on in the room, tuned into our environment, absorbed the nature of everything that had happened before your presentation, and then just "drove it home" with your speech. This is exactly what I was looking for. I think this is a sign of a really outstanding and service-oriented speaker -- there are so many speakers out there who are brilliant presenters and know their stuff inside out, but are reluctant to work with clients to adapt their messages and do not really bring their presentations into the context of their audiences, aside from perhaps the odd reference to financial services... But you really do make an effort to learn your clients' business and understand their needs... which, really, is quite fitting; considering that you speak about "service icons" -- being one is a great way to deliver this message!

By my recollection, this is the third time we as an organization have brought you in to speak at one of our events. Thanks so much for consistently delivering such solid results. I will certainly recommend your services to others and look forward to working with you again.

Sincerely,

*Liena Kano*  
Assistant Vice President Strategy and Communications  
Alberta Central

