

## Business Foundation Corporation

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February 22, 2008

Tony Mayo was my executive coach for two-months ended January 2008.

The accomplishments that I wanted to complete by the end of our coaching arrangement included an improvement in the effectiveness of my consulting and advisory services (being perceived as more valuable), and to close additional new business (2 projects specifically). What I actually got out of the relationship was that and more.

I consider myself a confident person, but after being coached by Tony through how I observe myself, I found new confidence in selling my company and myself. I was able to raise my fees as a result of acknowledging the value I bring to my clients.

The investment of my time, in the telephone coaching sessions as well as doing the assigned 'homework' between sessions, has paid off by making me more productive in business development. I spend less time convincing someone to use my services and more time making an immediate contribution to their success.

Tony is a committed listener who brings a wealth of experience to the process. He was never at a loss for zeroing-in on my concern, helping me clarify my obstacles and complaints, sharing his own similar issues, and coming up with a new way of looking at things and some great ideas and advice. He took our coaching arrangement quite seriously, and yet we managed to have some fun along the way.

By the end of our fixed time together, I had the 2 new clients I wanted. Thanks to Tony's coaching, the opportunity with them is much larger than I imagined: our lifetime value with those clients will be at least ten times as large as the original scope I was after.

Sincerely,

A handwritten signature in black ink that reads 'Ron Dimon'. The signature is written in a cursive style with a large 'R' and 'D'.

Ron Dimon

EVP, Strategic Consulting  
Business Foundation Corporation  
Enterprise Performance Management Advisory Services