

November 9, 2008

Margaret Boyce-Cooley
Director, Practice Leadership

Dear Margaret,

I am honored that you asked me for a letter of reference. In fact, it made me sit back and think about the progress we have made since I brought you all on two years ago.

It was a difficult decision for me to make. However, Dave and I spent much of one Friday on the phone, he did visit our office, and he answered my questions. I thought that he was sincere and what he said made sense. When we checked your references, we found that the office team members were aware of your work, and were complimentary. The dentists we talked with were very positive, and highly recommended your work.

This has been one of the best decisions of my career. Though I did not think our practice was broken when we started, everything just seems so much better now. The true value of your services has been that now, I feel like our team is working together, our systems are in place, and we have seen some nice results. I appreciate the privilege of checking with Practice Leadership when I have questions, for I know our problems will be handled with wisdom. Our practice has swung from a dental hygiene driven practice to a dentist driven practice; that was a large change. Thank you for helping me to be a better leader. We do enjoy less stress in the office. Our team is excited and working hard towards their commission (which they have commissioned the last 6 cycles now). I can honestly say that I enjoy going to work now.

While we did not change one team member, we found the journey a very difficult struggle. We have been through a rough time. We stuck together, and now we can look back with joy because of the steps that we have made. We still have to implement some recommendations; we're still growing, but the nice part is that we can see that we have grown. I want you to know that we, our whole team, are so grateful that you came. We did not understand the power that is available in our office. There is a confidence that you brought to us. Our net income has almost doubled - thank you! The program actually paid for itself within the first six months.

I would just like to say thank you to the whole practice leadership team. You, Taylor, Lin, Karen, Kathy, Shannon, George and Dave have been great. I would highly recommend you and your services to any other doctor out there that is considering a coach or a consultant.

You have my permission to copy this letter and give this to other doctors. I would be happy to answer questions about the work we have done together, or you may contact my team members.

Sincerely yours,



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