



Celebrating 20 Years of Your Success Stories

Mr. Barry Wishner, President
PROFORMANCE
568 Eleanor Drive
Woodside, CA 94062

Dear Mr. Wishner,

First of all, I would like to thank you for your recent presentation to BILL HEARD ENTERPRISES. We thoroughly appreciated how much effort you put into making sure that you learned something unique about many of the individuals in the Company so that **"we were the story"** vs. one more speech about Southwest Airlines or FedEx. **This drove home the point that you cared about reaching us. You also had taken the time to learn about our business and our culture** (which most speakers do not), and that left us feeling good about our chosen profession and affiliation with BILL HEARD ENTERPRISES.

You seemed to be a very approachable person, outgoing and very friendly. Unlike many speakers who use "attack" words, you created a positive atmosphere as you shared with us Management and Leadership strategies. This approach is more likely to motivate an already successful company, vs. threats and "scare tactics" which may be correct for some failing Corporation or its Management team. Fortunately, we are not a "reclamation" project and we already understand the intensity with which we must adapt and change to continue to be the competition the others must wrestle with.

As leaders in our field, we can be a tough audience for some "lightweight." When you were finished, I heard nothing but good things about your presentation. Without notes, you filled your talk with customized stories and messages we could all relate to, but more importantly, use with our Staffs and Customers.

I would gladly recommend you to any group looking for both a positive approach to today's business environment, and a fun time. Thank you for a terrific job,


Lloyd Schiller
President

P.S. I have been going to meetings and listening to speakers for years, and I would give you an "A" for your spirit, content, humor, customization and caring for your audience. I would then put you on a short list as one of the best speakers I've ever heard.