

November 17, 2003

To Whom It May Concern:

Ward Adhesives is a national distributor of industrial adhesives. We have been using Jim Rose as a consultant for the past twelve months to assist us with managing change. We have always been a very successful organization but elected to use Jim to assist us with making changes that will be needed in our rapidly changing world to ensure success in the future.

Jim has developed and employs a Strategic Planning Model that we use to guide our leadership team in providing direction for our business. His process forces our leadership team to focus their efforts on strategically important activities.

Jim's model not only ensures that you have the appropriate vision and strategies for the business but also the tactical actions to implement those strategies. Another thing we like about the model is that it eliminates the need for the traditional annual strategic planning process. Our leadership team now meets monthly to make the appropriate adjustments to the plan and monitor implementation to ensure success.

Jim also has excellent facilitation skills. He assists us with thinking out of the box and challenges our group. He facilitates reaching true consensus with the leaders on important decisions and he has means for holding us accountable to do what we say we need to do.

I am confident that the assistance that Jim has provided will assist us with being even more effective in the future.

I would recommend serious consideration for utilizing Jim to assist any organization needing to make change resulting in improving performance and ensuring success long range.

Please contact me if you have any questions.

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