



600 Corporate Park Dr.
St. Louis, MO 63105
314-512-5000

May 6, 2009

Fred Firestone
Principal
Ethical Selling Institute
7730 Carondelet Avenue, Ste. 106
St. Louis, MO 63105

Dear Fred:

It gives me great pleasure to write this letter. For the past eight years you have facilitated our new managers' leadership workshop – approximately 200 two-day sessions. The thrust of the program is that in order to be maximally effective as managers, it's crucially important they engage their employees.

Your ability to make a significant impact with our new managers is the result of three factors: (1) your visceral understanding of engagement; (2) your passion, enthusiasm and commitment; and (3) your ability to regularly and consistently “engage” the groups for sixteen hours straight (no let up!). Allow me to elaborate ...

Factor One. You get engagement. I've reviewed your defining article on [WOWEDFactor: A Key to Business Differentiaton](#) and your [WOWEDFactorPrograms](#). The direction is spot on in terms of setting up, in your words, a “culture of engagement.” I especially commend your focus on how doing so will drive the three marketing objectives: (1) keep what you have; (2) secure more business from existing customers/clients; (3) obtain new customers/clients.

Factor Two. You presented us with the Firestone mission that addresses your passion, enthusiasm and commitment and *you've always delivered on it*.

Firestone Enterprise Personal Mission

My commitment is to exceed the expectations of all Enterprise stakeholders at every interaction. You should expect nor accept anything less. Enterprise is investing heavily in training as well as all the significant costs involved in bringing people to St. Louis. If I don't provide an experience that is significantly more valuable than the written words of the manual, I don't deserve to be in front of Enterprise people. Period. Specifically, my commitment:



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- Engage and challenge each and every member of the group so that their perception of the two days is that they were participants and stakeholders ... not observers.
- Deliver on the Enterprise philosophy that fun is not the antithesis of work but the catharsis.
- Facilitate the development of slam-dunk action plans that will allow participants to maximize the value of their human capital, which will result in their branch enhancing the Enterprise experience for their external customers, and consequently result in enhancing the value of their branch.

I firmly believe there is absolutely no room for a facilitated session that is just “ok,” or mediocre. Seemingly, I have to provide a significant value to Enterprise at each and every session if I am to continue to have this opportunity. I commit to you that I’ll continue to give 110% towards this objective. And, I stand fully accountable for every Enterprise interaction I’ve had or will have.

Factor Three. The comments we get from participants speak for themselves. Here is a sampling:

- Fred was wonderful. He kept the class fully engaged throughout the entire workshop. I learned more at this workshop than I ever had before in any other training program.
- The facilitator was the best facilitator I have seen in any training. The level of participation in class was excellent and it was very useful to see what obstacles other managers have encountered, none of this would have been possible had we not had such enthusiastic participation as a result of the energy of the facilitator.
- Mr. Firestone did a great job keeping the whole class involved in the workshop. I think everyone in the class would agree that he maintained our attention for the duration of both days. It was awesome to get training at our company headquarters and experienced such a thorough lesson from a high quality facilitator.
- Our facilitator was superb. He kept everyone engaged and was helpful to try and get the most out of everyone while creating a fun atmosphere.
- Firestone was a great instructor and a role model for everyone to follow. He allowed us to grasp concepts through visualization and active participation.
- I am very impressed that the knowledge that Fred had. I felt like I was being trained by a SVP or above. Fred used different styles of teaching that got everyone involved. He never made anyone feel uncomfortable or afraid of participating. He reinforced that there was no wrong answer and encouraged discussion. He used the tools that we were learning in all of our discussions.



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- Fred created a fantastic environment to encourage participation, the best I have been a part of.
- Fred Firestone is a great facilitator; from the moment we began discussing the material he was able to have the whole class engaged and excited about the material.
- Most energetic, engaging trainer I've had, in ERAC, or anywhere.
- I believe that Fred Firestone was an excellent facilitator and that I was more involved and excited about the content than I have ever been in any other training I have been through!
- Fred was an amazing facilitator. He kept us engaged which led to great participation from everyone in the classroom. I think every single person in his class gained a better understanding on the different areas discussed. This was the best training by far and it was directly due to the great facilitator, Fred!
- Fred Firestone was amazing. He had an extremely high level of energy from the start to the end. He was engaging and made it painless to have the entire room participating. By far the best facilitator of a training session I've ever experienced. Mr. Firestone did a phenomenal job and I can't say enough about him. Please thank him again for me.
- The facilitation by Mr. Firestone was very interactive as well as inviting. His energy made it very difficult to lose focus.
- Fred was absolutely amazing! He kept the entire workshop very informative, but most importantly ENGAGING! His ability to entertain and make the information enjoyable to learn is absolutely a gift. We gave him a standing ovation :)

Fred, it is a pleasure to have you on our team.

Sincerely,

A handwritten signature in black ink that reads "Shannon D. Moore". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Shannon D. Moore
VP Corporate Training / Corporate Meetings & Travel