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November 5, 2008

Mr. Sy Mahfuz
Mera Consulting Group
c/o 229 1/2 Main Street
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Dear Sy,

I am very pleased to add my personal "thanks" and high recommendation for the program you did for our Chamber of Commerce last month.

Your presentation was outstanding in every way.

Technically, the timing and the flow of information were spot on. There were no awkward pauses, your content built smoothly from your first words to your last, and the visual presentation aligned perfectly with what you were sharing, providing key emphasis for what you were saying while still allowing everyone to stay focused on you rather than on trying to read endless words on a screen. It was very clear that you put a great deal of thought and preparation into making sure you were thoroughly prepared.

Your content was also pitch-perfect. You covered the topic broadly enough that even those not experienced in business could see exactly what you meant, yet also in enough depth that the many experienced business men and women were equally engrossed and informed. That's a difficult goal to accomplish and you did it well.

As great as those aspect of your talk were, that's really not what made you such a huge success. Technical presentation and content mean nothing if the audience isn't engaged and motivated to act on what they've learned.

What really made your presentation outstanding was your unique ability to connect with the audience, to show them that you understood them, understood their challenges, and could help them recognize and use their personal and professional assets in a way that would make them more successful. Because of that connection, because you reached people personally, everyone there could picture themselves doing what you recommended. It stopped being theoretical and became something I've actually seen being applied by those in attendance ... and our office here is no exception to that!

I'm sure there are any number of consultants who offer similar sounding services and presentations, but surely few if any who bring your combination of personal experience, technical presentation skills, and ability to connect with an audience so that they actually apply what they've heard and learned.

And isn't that the true measure of a success for an event like this?

Thanks again for your leadership in making this event happen, and for the great value we all got from it.

Sincerely,

Tracy S. Hatch
Director of Membership