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Dear Yona:

Thank you so much for your "Thinking Outside the Box" seminar last week. The staff felt that it was time well spent, and that they actually learned something at this seminar. So often I take the staff to a meeting and they walk away with very little tangible benefit--just a big hole in my wallet. Your seminar, on the other hand, was worth its weight in gold, and a much better value than most of the highly marketed speakers today. Your hands on seminar helped us to not only understand the importance of gathering our ideas and working as a team to problem solve, it taught us HOW. That is what is missing in so many speakers' platforms. They fail to address the key issue--*how* to implement the education.

As an example, and for your information, last Friday, we had an issue that was affecting the entire office. Rather than have a staff meeting on this, we had a brainstorming session, which in actuality was nothing more than a very fun and productive staff meeting. We now are implementing three changes which should correct the problem issue. Approximately 200 total ideas were presented from three employees and myself. We weeded these down to three changes--all in about 30 minutes!

Thank you again Yona, and please feel free to use this letter as a testimonial to future clients if you wish. Obviously, I am well satisfied and look forward to having you back here in our office.

Regards,

Mark A. Henry, DDS, MS
Practice Limited To Endodontics
Member of the American Association of Endodontics