



January 25, 2010

To Whom It May Concern,

I have worked with Andrew Lindesay of VERSITY Management Consultants in two capacities. Through these experiences I unreservedly endorse Andrew's abilities as a team facilitator, team coach, and individual executive coach.

First, Andrew worked to assist the North Shore Credit Union's Board, of which I am a member, to set a course to reach higher performance. In this capacity Andrew developed and led the 360 feedback process and facilitated our Board and Board/Management strategic planning sessions. The outcomes were excellent. Andrew focused us on the root cause of a number of our challenges, drove us to recognize them, internalize them, and most importantly develop strategies that allowed us, as a team, to continuously improve. He also ensured that performance improvements were measurable and follow up took place.

Second, based on my experiences above at NSCU, I hired Andrew to assist me with my team at Bell Canada. For context, I had been managing a fairly high performing team of leaders to deliver Bell's multi-year, large, and critically important Olympic Program. In retrospect, through Andrew's work it is clear we may have been relatively high performing compared to many other teams, but we had significant room to improve. Andrew worked with us as a team, as individuals, and with me in person as the leader of the team. Without exception, I and each of my Directors would say that Andrew made a dramatic, relevant, and meaningful contribution to our team's overall effectiveness.

Andrew is able to do this through what I see as a unique set of abilities that put him at the top of the executive and team coaching profession (and I have been on various corporate team building, high performance programs in the past). He is intimately knowledgeable of the dynamics, principles, and psychologies of individual and team performance. He draws on these skills and experiences throughout his engagement. He is an astute observer of humans and can challenge and adapt in the moment. He is direct in his questioning and direct in his feedback, he is disciplined, and he holds each team member accountable for their performance. He is an expert.

In short, Andrew is the best coach I have ever worked with and he has contributed materially to Bell's delivery of 'flawless games' for 2010.

Sincerely,

BELL CANADA

Justin Webb
Vice President, Olympic Services & Operations

