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January 6, 2005

To Whom It May Concern:

This letter is written in support of Michelle Ray's application for "Certified Speaking Professional" designation.

Michelle was recommended as a learning professional and speaker, able to design and deliver high quality and engaging learning experiences for audiences of senior managers. Having had the benefit of participating in one of Michelle's workshops, I fully concur with the assessment that she is a talented management development specialist and session leader. She is expert at delivering information and education in the areas of interpersonal relationships, communication, and people management.

ICBC, a company of some 5000 employees, with 700 managers, is building a culture of performance excellence. Creating this environment involves a number of activities, including personal development opportunities for members of our management group. It was this aspect of our strategy that caused me to hire Michelle to work with our managers in the area of relationship development and enhancement.

Michelle delivered a one day course, called *How to Build Exceptional Internal and External Workplace Relationships*, on November 23 and December 3, 2004. On both occasions, the audiences comprised a cross section of our management group, from middle to senior level leaders. For each session, about 23 people participated. Feedback was very supportive of all aspects of the sessions.

Michelle designed and delivered a strong program of learning, using a number of creative and appropriate learning techniques. She was particularly effective when she used her well developed verbal skills, energy, and enthusiasm to interact with participants in the facilitation of their learning. Certainly, with Michelle leading the session, participants were actively involved throughout the day.

I hope this letter has been helpful to you as you assess Michelle's application. Please contact me if you if any questions or comments.

Yours truly,

A handwritten signature in black ink, appearing to read "Brent White", is written over the typed name.

Brent White  
Manager, Learning Services  
Learning & Development  
ICBC