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To whom it may concern

31 July 2014

LETTER OF REFERENCE: DINA CRAMER

Dina sent an email to her LinkedIn contacts launching her “Superwoman” coaching session. I was totally intrigued by the content and knew that it would work well with my sales and marketing team. I’m always looking for new and unique ways to help staff stay positive and be true to themselves. It’s a challenging world we live in and many of my staff have to juggle with being a mum, wife / partner and working in extremely pressurized and target driven environment. So there’s no escaping.

I decided to contact Dina and arranged a 3 hour long training session for 10 of my staff as a small “treat” at the end of a hectic financial year. It helped that it was Woman’s Month in August 2014 and this seemed just a perfect way to celebrate it. Dina responded quickly and in no time at all a date was set.

Having read Dina’s profile – being a working single mum with 4 boys, I felt confident that she’d connect with the staff immediately and I was right. Within minutes Dina had put everyone at ease and she created an environment within our meeting room that was conducive to having open, frank and heartfelt discussions.

In the 3 hours we spent with Dina, we each had time to identify goals we want to achieve in the next year and looked at very practical steps on how to achieve them. It was inspiring to participate in the various activities too.

Each and every one that participated in this session walked out feeling positive about how to tackle their challenges on both a personal and professional / business level. They are equipped with specific practical ideas and exercises that they can now implement to make the road ahead easier and with the utmost integrity. I came away knowing that an exercise like this was probably long overdue – especially when realizing what a positive reaction I got from all the staff and seeing how it touched them all deeply.

I will definitely recommend this session to any manager that wants to revitalise and energise their staff that will assist them creating that perfect balance between work and home.

Yours sincerely

LINDA INGRAM

DIRECTOR: GLOBAL EDUCATION SOLUTIONS

Directors: EJ Stiglingh (CEO) o L Ingram o JJ Kitshoff Jnr o AH Oosthuizen

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