



SAUDER SCHOOL OF BUSINESS
THE UNIVERSITY OF BRITISH COLUMBIA

May 28th, 2003

Dear Sir/Madam:

I am writing this letter as a recommendation and endorsement of The Revenue Builder® and Pauline O'Malley.

Our unit in the Sauder School of Business has undergone significant change over the last eight months. We were attempting to internally implement sales processes and strategies that were effective and that our team would buy into.

In April we invited Pauline to deliver a strategic planning session to our entire team entitled, "Ten Building Blocks to Success" which helped us to map not only our processes, but to really define what we needed to accomplish as a team.

The Revenue Builder®'s straightforward process engaged the entire team, and has created a definite and positive value in our unit. In a surprisingly short period of time we came away from the session with documented processes and a defined vision of what we are now doing.

I would highly recommend The Revenue Builder® and Pauline O'Malley to your organization. Please feel free to contact me should you wish to discuss our experience.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Karin'.

Karin McKechnie
Assistant Dean and Director
Business Career Centre

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