

To Prospective Clients:

The Cooper Culture offers a unique but very effective of human behavior wisdom with proven leadership principles. This company combines the two disciplines to offer for profit and not for profit companies and associations ways to develop and/or improve their work culture. For profit companies will increase their revenue while reducing employee turnover costs through increased retention rates. Each type organization will improve worker efficiency and productivity through their training.

The Cooper Culture also has a very astute and precise method of assessing an organization's needs. They customize their training and focused approach based on company/association needs.

While The Cooper Culture training certifications are unique, this company's effectiveness is very notably their emphasis on valuing people. This company understands how people are "wired" and what makes organizations effective. Ron and Marty Cooper exemplify cooperation, collaboration and teamwork.

While Ron and Marty are personally and corporately successful by many measures, their emphasis on imparting significance to their clients as a corporate value represents a unique selling proposition. Their emphasis on significance represents their personal commitment to meet the needs of others.

Ron and Marty's life experience also offers a unique talent and qualification to mentor others. Their respective credibility and ability to develop rapport with their clients is genuine.

I am personally working with Ron and Marty as they volunteer their time to teach leadership principles to students, teachers, school administrative staff, and the high school football coaches. They are equipping everyone to develop and improve their leadership and interpersonal skills by knowing and adapting to others.

I strongly recommend employing this very effective company to increase revenue of for-profit companies and employee/worker efficiency of not for profit companies.

Sincerely,

Shane Bernard



President
CalvertWeb