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CUSTOM WOOD MOULDINGS & DOORS

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September 07<sup>th</sup>, 2022

Barry Reid  
LMI Canada Inc.

Dear Barry,

Thank you so very much for your guidance as I navigated the Effective Leadership Development program. At first, I didn't know what to expect from the course, and I didn't know if I was going to get the results that I was searching for. But I trusted the process, I trusted you and I'm so very glad I did.

Setting S.M.A.R.T goals and working toward them was more of a challenge than I thought it would be – after all, leading a team had so many facets, and everything was important, or was it? This program taught me that as a leader I had to work smarter, be more proactive and less reactive. With proper planning, organizing and leadership I was able to see a tremendous change in my team and in me, both personally and professionally.

The team experienced a jump in quote conversion rate and increase in sales with an overall improvement in customer satisfaction and there was a marked decrease in customer complaints and request for refunds.

For me personally, I started to better understand how important training, follow up, delegation and proper mentorship positively affects the team and their performance. The benefit of this program extends beyond the 6 months of learning. I know that I will carry these lessons with me throughout my career and will continue to grow from it.

I highly recommend the Effective Leadership Development program to those considering it! Thank you again Barry, it was a wonderful experience.

Sincerely,



Maria Ferragine

Inside Sales and Customer Service Manager