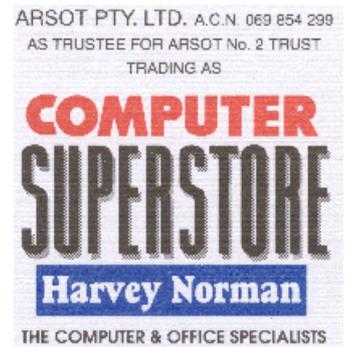


29 April 2002

Darren Pereira
Success Coach
Success Integrated
3/27 Osborne Ave
Glen Iris, Vic 3146



Dear Darren

This is a letter to give you some feedback on the coaching programme I undertook with you last year.

When you approached me about the idea of improving my performance through one-on-one coaching, I was unsure of the benefits that I would receive as I am a very sceptical of these types of offers. At that stage I was questioning everything in my life. I was having problems both in my business and personally and I didn't know what to do.

You approached me at a time when life was tough! I was moved from a very profitable store in Sydney to an under performing, overstocked store in Melbourne. This was made worse when I realised that the new store, which opened up only 5 kilometres away, was robbing my store of valuable turnover. So as you can imagine I was feeling very negative and hard done by.

I knew I needed to think about things differently and so I decided to invest in coaching even though I hardly had any money; a financial risk that paid itself off many times over.

After a few short weeks I worked out that the strained relationships I was experiencing with my staff and colleagues and the poor store performance had something to do with me. I had to change my perception and the way I looked at things.

After initially resisting some of the ideas and principles we discussed, I soon came to realise that my mind was my own worst enemy. The "self analysis" exercises helped me recognise my own limiting beliefs and attitudes, which prevented me from moving forward. I realised I was only out for recognition when I should have been getting on with the job of increasing the performance of the store. I also became very aware of my thinking and my emotional drivers. This helped me to become more sensitive to peoples feelings. The irrational behaviour of certain staff members no longer drove me insane. I started to understand where they were coming from. This sensitivity also had a positive impact in my personal relationships.

You helped me to discover things for myself through your questions and analogies in a way that I could relate to. Your understanding of my issues, knowledge of human nature and easygoing approach contributed to a huge increase in my self confidence. This was the key to a greatly improved and much needed positive attitude.

By understanding the fundamental principles that determine success through the coaching, I was able to release the pressure I was putting on myself to perform. By overcoming the obstacles that were holding me back, I have successfully grown my turnover by 15-20% and store profit has increased by approximately 30%.

Thank you very much for believing in me and helping me turn my business and personal life around. I have already referred you on to many of my business colleagues who are currently undergoing your coaching programmes and doing very well. I will continue to recommend your services so that many others can benefit from your expertise and wisdom.

Kind regards

Ramey Shamrock
(Director)

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