



March 25, 2020

To Whom It May Concern:

I strongly recommend Scott and believe the tools provided by Lead2Goals are of great value.

Over the past year, I worked with Scott at Lead2goals for a few different things. Our first engagement was a planning retreat designated for the core leadership team to come together and establish a plan for 2019. I was skeptical that we needed an outsider, though during the retreat my skepticism faded. In fact, I decided there was more I could learn from Scott and so I started to work with him individually on my personal development. Based on my success and the success we had with our 2019 planning, mid-year we signed on with lead2goals for a communications training class and we ended the year with another planning retreat.

I believe that the guidance and expertise offered helped me tremendously. In being open to feedback and personal growth saw immediate benefits. I'm more cognizant of what triggers me. I've learned I can train myself to refocus my energy from a negative emotional response to a focused level-headed response. I learned how I could build on our common ground with others to find better solutions.

What I liked most about the time I've spent learning with Scott is how I learned that subtle changes in my vocabulary can reshape how a conversation flows. For example, words like "challenge", which can have a negative connotation, can be used to create awareness triggers for others. These words are very powerful especially when I provide context based on my own experience to share a different perspective.

I really like working with Scott, he is easy to talk to, very respectful, transparent and honest. Also note, he is a practitioner of what he teaches, as he is receptive to feedback.

Steve Williams
Vice President of Strategy
Top Class Actions, LLC