



October 12, 2004

Mr. Lenny Laskowski  
LJL Seminars  
430 Freeman Avenue  
Stratford, CT 06614

Dear Lenny,

Thanks so much for spending two days with us recently to present your "Simply Speaking" seminar.

The workshop was an excellent event – well-organized, well-run, and highly informative. The extent to which you practice what you teach was evident throughout the two days, and served to reinforce all that we learned. Feedback from the attendees at the time was uniformly highly positive. Everyone who attended took away at least a few key tips, and, I believe, came away with more than they expected.

Now that several weeks have elapsed since our session, we have had the opportunity to practice what we learned. In the four weeks since you were here, we have routinely put your teachings to use. The lessons we have put into practice include:

- *Rehearsing* - we have rehearsed numerous talks in front of each other.
- *Critiquing* - we have carefully critiqued talks both in rehearsal and in final delivery.
- *Structuring* - we have changed how we build our talks, with a much better sense of how much material to create for a given length of time.
- *Versions* - we have built longer and shorter versions of certain stock presentations, and are doing so for others.
- *Introductions* - we have used the "TIQS" introduction technique you provided us to great effect.
- *Reducing distracting mannerisms and verbalizations* – we have all been working at eliminating the "um"s, and at being more conscious of our mannerisms
- *Settings* – we are looking at making physical changes to at least one of the conference rooms we use most, and have learned where best to speak from in others
- *Handling questions* – we have worked diligently at using the steps you taught us to more effectively interact with the audience

You may recall that when we practiced handling hostile questions, one of our participants asked you about how you justify what you charge for the service you provide, when there are so many other, less-expensive alternatives available. It was, of course, only a drill, but after the session, we talked about that question, and we all felt that you had more than addressed it in the skills you imparted on us!

Again, on behalf of all of the participants, thank you, and if you're ever in need of a reference, please let me know.

Sincerely,

A handwritten signature in black ink, appearing to read "Jordan M. Corn", is written over a horizontal line. The signature is fluid and cursive, with a large initial "J" and "C".

Jordan M. Corn  
Corporate IT Strategy, Architecture, and Planning