



To Whom it May Concern:

I first met Betsy when I was the head of Finance for a \$300 million dollar multinational nonprofit. She was an initial advisor on training and leadership development for my managers and staff. She came with leading edge ideas and concise methodologies to get where I wanted to go.

Within a year, I was leading a major restructuring of our total headquarters operation, an undertaking which had never been done before to this scope or scale. As project leader, I found myself again turning to Betsy and relying on her professional knowledge and insight into organizational dynamics, corporate culture and change management.

What resulted was an innovative team-driven organization providing better internal customer service, supported by an improved organizational infrastructure. A decade later, the core elements of that change are still in place there.

Because of her ability to apply clear thinking in often vague or chaotic situations, I continue to look to and recommend Betsy as an advisor. For those who are looking for feel good answers and maybe-kinda-sorta consulting chatter, I suggest they try some place else. Betsy cuts to the quick with a deft use of well researched concepts, models and rubrics. These she quickly adapts to nearly any situation, organization or industry. Her observations are insightful, relevant and executable – which any leader cherishes.

Sincerely,

A handwritten signature in black ink that reads "John A. Webb". The signature is fluid and cursive, with a large initial "J" and "W".

John A. Webb, CPA, MBA