

27<sup>th</sup> October 2008

Leigh Dorling  
Ology Coaching  
18 Church Hill  
Etwell  
Derby  
DE65 6LT

Dear Leigh,

### Testimonial

You have been associated with Serious for the last two years and I would like to thank you for the work that you have done with me and my team.

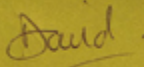
Your sales and marketing diagnostic certainly identified the key issues facing the business and helped provide a greater sense of focus for the organisation.

Following on from the initial work you provided coaching support which has proven to be very cost effective and resulted in us being able to substantially grow the business and address a variety of business challenges in a positive spirit and with a "can-do" attitude.

Your approach is always very professional, practical and results orientated. You made the complicated seem "do-able" and you have helped empower my colleagues to deliver excellent results.

In an environment where previous advisors/consultants have failed to deliver you have been a real breath of fresh air and I would positively encourage others to take up your services even if they have had poor experiences of business advisors in the past.

Yours thankfully,



David Birkett  
Managing Director