

Kenneth J. Berger
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Mr. Jim Murphy
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Dear Jim,

Thank you for the outstanding job your team accomplished in our Afterburner seminar last month. Your preparation and delivery for our session was outstanding! Most importantly we were able to build on many of the important messages you delivered such as : Teamwork, mission objectives, task saturation, intelligence, brief/debrief, clear communication and the urgency of execution in combat. We will continue to apply these lessons to many of the challenges facing us in our business.

I know we effectively communicated to our professional staff and got 'buy in' since I hear them refer to the seminar and Afterburner jargon in our day to day activities. The connections you are able to make between the risks of air combat and day to day business are unique and powerful.

I look forward to working with you again. If I can be of any assistance to you please don't hesitate to call on me. Thanks again.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ken Berger', with a long horizontal flourish extending to the right.

Ken Berger
Senior Vice President
Zurich Insurance Group

KB/bd

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Dear Jim,

Well, you did it again! The impact of your presentation made a big impression on all the senior managers in our company. The effects of your work for my division last year still lingers as our professional staff use that experience in their day to day affairs and I'm sure many of my peers will be contacting you to work with their teams.

As you know I was concerned that senior managers might not get as much out of an Afterburner experience as our professional staff. You and your team made sure this did not happen! From the CEO on down our people left the session energized and full of ideas on how to apply the wide variety of Afterburner tools to their business.

I continue to be impressed by the quality of your team! We are already working on how to capitalize on Afterburner tools such as Mission planning, Brief/DeBrief, Intelligence gathering and other fighter pilot skills in our day to day business.

I'm already working on how to integrate Afterburner II into our business planning and meeting schedule for this year.

Thanks for another great job!

Sincerely,

A handwritten signature in black ink, appearing to read 'Ken Berger', written over a light blue horizontal line.

Ken Berger
Senior Vice President
Zurich Insurance Group

KB/bd