



Website: www.StrategiaOnline.com • E-mail: BBean@StrategiaOnline.com

NOTES OF RECOMMENDATION FOR BILL BEAN / STRATEGIA, INC. IN 2006

Marge Carson has benefited greatly by utilizing the Strategic Planning Process developed by Bill Bean over the last 8 years. At an offsite one day planning meeting our team develops a yearly plan that is a "living" document that is reviewed and revised monthly. The key element is that the goals have defined time lines and a manager responsible for execution of the goals we have set which establishes accountability. I know of many of my YPO friends who are using Bill for Strategic Planning and have confidently recommended him to many other YPO's.

Jim LaBarge
President
Marge Carson, Inc.



Bill,

I just want to take the time to thank you again for your efforts over the past ten years. Your Turbocharging program has allowed us to achieve our goals and has put structure to our efforts. Your SEA exercise has given us true insight into areas which need improvement. Adding Successes and Failure to our SWOT analysis has become a very important aspect of our look at ourselves. Your talent to energize and motivate our executives during our Strategic Planning sessions while having the backbone to question their motives has been very valuable. We look forward to continuing to work with you and your programs. Please use my name as a reference.

A handwritten signature in black ink, appearing to read "Michael J. Foxx". The signature is fluid and cursive, with a prominent "M" and "F".

Michael J. Foxx
President and CEO
Strato Inc.



THOMAS M. HOLDER
Chairman & CEO

March 3, 2006

Dear Fellow YPO'ers:

I highly recommend Bill Bean of Strategia as a YPO Chapter and University Resource. Bill also did a tremendous job facilitating our YPO International Board of Directors annual strategic planning session at a critical time in YPO during the late 90's. He delivers on his promise to "turbocharge" attendees with very high energy, valuable toolkits, and best practices in the areas of life and work. He is not merely a "theoretical blue sky strategic planning expert and facilitator," but is a world leader in delivering an air-tight action planning, monthly tracking, and high-accountability implementation process which converts the prioritized goals from a planning session into compressed profitable results – several times sooner and better than otherwise attainable.

Having seen Bill in action at YPO events, I engaged him to help my company. Bill has been invaluable setting in place a strategic planning and implementation process for Holder Construction. Bill and his process have been a primary factor in our accelerated profitable growth through several stages of critical corporate expansion.

I completely recommend Bill as a Chapter, University, YPO Committees, or company resource. He is best in class.

Sincerely,



Thomas M. Holder

HOLDER CONSTRUCTION COMPANY

3333 Riverwood Parkway / Suite 400 / Atlanta, Georgia 30339
Direct Line (770) 988-3200 / Fax (770) 988-3205

ATLANTA • PHOENIX • WASHINGTON D.C.

NOTES OF RECOMMENDATION (con't)

Bill will challenge your business paradigm with thought provoking ideas and then he has the experience and track record to help you positively adjust your direction through a results oriented structured process.

Dennis Gertmenian
Chairman
Ready Pac



"Bill Bean and Strategia helped our management team clearly redefine our mission, vision, principles and strategic objectives. He coached, trained and moderated our team; enabling us to work cooperatively toward common, agreed-upon objectives. Our sales growth, market penetration and sustained profitability improved significantly."

-Charles Irby,
Former president and owner,
Irby Construction Co.



I am an Executive overseeing 600 Commercial Real Estate Professionals and we have incorporated these courses into our curriculum. I have found the content to be outstanding and Bill's delivery to be among the finest I have ever participated in. Specifically, what I enjoy most is leaving his course with a specific action plan which he prepares including details on how we move forward with individual accountability for each line item.

Bill assessed our issues, facilitated our groups and gave us a tangible plan on how to move forward. Our top line, bottom line and operational plans have all benefited because of his work. I would recommend Bill and Strategia to YPO or any organization without hesitation.

Lew Horne
CB Richard Ellis
(President, Greater Los Angeles Region)



February 28, 2006

To Whom It May Concern:

Armor Holdings Products Group has been using Strategia for 4 years and 2006 will be our fifth consecutive year working with Bill Bean and his team. The Strategia approach has been very effective for our company to focus on the relevant subject matter in order to grow our business in many ways. Our strategic focus on organic growth initiatives and on acquisition opportunities were developed under the Strategia program. In addition, strategic plans have been developed at each session designed to improve efficiencies in our manufacturing which has had positive impact on our operating margins. This is successful because the Strategia program uses our organization to both identify and prioritize the key categories and subjects that require strategic initiatives. Once these have been identified, we also develop measurable action items behind each initiative. The end result is improved focus and energy towards our primary objective; profitable growth.

We are very satisfied with the results we achieve using the Strategia formula. I would recommend Strategia to anyone looking to develop collaborative strategic plans for their organization.

Sincerely,

Scott O'Brien
President
Armor Holdings Products Group

NOTES OF RECOMMENDATION (con't)

February 17, 2006

Letter of Recommendation
Strategia – Bill Bean

Bill Bean has been a valuable resource for YPO. Bill offers the ability to simplify complex and sometimes conflicting issues, and he establishes a workable strategic plan that makes sense for all participants. Bill rates high in common sense and simplicity. He excels in driving accountability for everyone involved in the process.

Bill's personal skill sets allows him to cut through complicated issues quickly. He radiates high energy, enthusiasm and demonstrates a very unique way of presenting situations with his own "Beanisms".

At the start of a Bill Bean Planning Session, pre-work is assigned to solicit areas that need attention as well as what the group feels are their accomplishments. The process is laborious, but Bill has the ability to ask the right questions to get the right results, and before too long the action plans for improvement are crystal clear. Bill's method of organizing information is excellent and his process for establishing act plans and tracking progress is equally valuable. For the long term planning, his expertise provides a permanent way of measuring performance and growth which is significant in an organization where high accountability is a way of life. His method has proven to be beneficial for my organization. I believe he provides exceptional take home value.

In summary, as a Chapter resource, Bill brings a unique twist to it, based on common sense. He makes sure that the company has high take home value.

C. J. Raymond
WPO
President
Raymond Management Company



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James A. Reid
President

CB Richard Ellis, Inc.
Eastern Division

February 15, 2006

To Whom It May Concern:

Re: Bill Bean

Bill assisted the Eastern Division of CB Richard Ellis (which I direct) in the development of our strategic plan for 2005 and beyond. This was a very constructive exercise involving the Eastern Division Executive Committee, as a senior leadership team of roughly ten executives. In a nutshell, Bill's assistance was highly valued and led to a strategic plan for the group which forms the foundation of our success today.

Sincerely,

A handwritten signature in blue ink, appearing to be "J. Reid", with a stylized flourish.

James A. Reid

NOTES OF RECOMMENDATION (con't)

Reference for Bill Bean:

I heard Bill Speak on "Turbocharging Your Business" at a YPO university about 12 years ago. My company, GENCO, was doing \$50 million and struggling to move to the next level. We were really struggling with our strategic plan implementation. I liked Bill's process. Instead of planning once per year, he had a process to make strategic planning dynamic. We retained Bill to help us turbocharge our business.

Bill changed our process from a static one to a dynamic one. In 2005 GENCO achieved \$512 million in sales. A lot of our growth can be attributed to Bill's process and his guidance in making our planning process dynamic. I can recommend Bill as a University, Area Conference, Chapter, and member resource. He presents well and he is one of the brightest people I know.

Herb Shear
Pittsburgh, PA WPO and CEO of GENCO



Having seen Bill's presentation at a YPO University in 1998 on strategic planning, I decided to hire Bill to help us in our company. I found his presentation educational, engaging, and fun. It motivated me to take our organization's strategic planning to a higher level. I would highly recommend Bill as a chapter resource.

Bill has been a resource to Nebraska Furniture Mart on multiple occasions over the last several years. He has assisted us on several of our annual strategic planning sessions and has helped us grow our business by over 300% in this time period.

Ron Blumkin
President
Nebraska Furniture Mart



I first met Bill at a YPO University, and was intrigued by his direct and no nonsense style for creating more rapid change and results. He offered a lot of content that could be used immediately, but I felt he could also offer much in person, so I had him work with our company as planning facilitator for a number of years. He developed easy rapport, was a quick study of our industry, and helped us ramp up our results dramatically. The best facilitator we've ever had!

Bill Haack
President
Frank F. Haack and Associates

NOTES OF RECOMMENDATION (con't)

Bill is a very dynamic speaker with a message that simply drips with take-home value. His approach to strategic planning and execution is unique in involving the entire enterprise on a week-to-week basis in achieving the strategic goals of the organization.

I have successfully integrated Bill's techniques into three wildly different companies in my portfolio over the years. His approach has consistently led to a tighter organization-wide focus on our strategic goals. Far from the pie-in-the-sky vagaries common to much of what's called strategic planning, Bill's approach is completely practical and hands-on, involving all organizational levels and functions to focus on relevant activities and metrics that yield positive bottom-line results.

Steve Hyde
Former YPO Rocky Mountain Chapter Chairman



We have been working with Bill Bean for over 10 years. During that time Bill has brought focus, energy, and humor to the planning process. His unique approach builds team unity and allows us to track our progress from year to year. we would not be where we are today without Bill!

Phil Walthers, President
Wm. K. Walthers, Inc.



You and your team did an incredible job in helping me to build my team. The profiles you did were spot on – every member of my team thought that the profiles you did described them perfectly. We've had a much easier time working together, as we now understand how each member of the team "ticks". In addition, your help in assisting us in identifying our key priorities, and putting together a detailed action plan, has been instrumental in our starting out 2006 with momentum.

Thanks again for all of your help.

Glenn L. Katz
Vice President, General Manager
Second Chance Armor, Inc.
Armor Holdings Products Group

NOTES OF RECOMMENDATION (con't)

"We adopted Strategia's simple and effective planning process (specifically, the 'Monthly Executive Review'). We've continued to progress now for over 24 months! Our many successful action plans have filtered to an improved bottom line."

Morris Kulmer
President, A&K Railroad Materials, Inc.



"Bill was the key catalyst to our synapse of rights. He was the right consultant with the right message, delivered in the right style at the right time for our organization."

Jack Cohen
President, Cohen Financial



"The Strategic Planning Technology System has been a tremendous help in enabling us to prioritize our key action plans and ensure successful completion."

Evan Segal
President, Dormont



"Overall I found the Living on Purpose approach to be totally unique -- it is comprehensive, practical, and also easy to do. It is step-by-step, but yet it isn't 'lock step' and that flexibility is important. We tried Living on Purpose at National Semiconductor University in 1995 and the program is now a permanent part of our offering to our employees. It gets people to think-- often for the first time-- about what their life is really about."

Leslie Kimitsuka, Program Manager - Training
National Semiconductor, Sunnyvale, California



"We used Living on Purpose in a forum of senior business executives with Bill Bean as our leader. The process was remarkable, with each of us turning our attention from building our companies to planning our own lives. A most important part was that it was not just nice thinking that was forgotten the next day, but rather a real life plan with specific action steps and due dates to help each of us accomplish what was truly important in our lives."

Jon Rotenberg, President
Eastern Yacht Sales, Boston