

Harrison J. Rider III  
President



# Union Memorial Hospital

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Chip Eichelberger

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Dear Chip:

You did it! You put the icing on the cake. I have been trying for almost three years to get our management team revved up about customer service. I knew in my heart it was primarily about attitude as much as skill. Although I was modestly successful, your presentation was the confirmation they needed. It carried more weight because it was from an outsider. You made them look at themselves. They were forced to confront their own behavior and attitude and it worked. I had some of the most recalcitrant managers' say to me afterward that they were impressed and changed. I could sense at the end, they were asking for more and were disappointed when it ended. This made me question whether we had given the topic enough time, rather than just 90 minutes.

I have watched the tape of your speech with my family and they too enjoyed the message.

As for others who may be considering whether or not to use this approach to motivation and team building, I would say to do it, without a doubt. If life is what you invest in and what you take away from experiences, then this is a very effective way to make an investment with a huge payback. At this time, it appears we are a changed organization. I hope it sticks and will be following up with you to discuss other possible presentations. If individuals benefit from personal athletic trainers and psychological coaches, maybe my organization could benefit from you as our coach. You will be hearing from me in the near future.

Thanks again. Great Job!

Sincerely,



Harrison J. Rider III  
President

HJR/jlp