

The Brain Trust AN ORGANIZATION OF CEO' S

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Thomas W. Cramer, Founder, Co-Chairman

"No two minds come together without, thereby, creating a third, invisible, intangible force which may be likened to a third mind."
...Andrew Carnegie

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Kivi Bernhard International
3340 Peachtree Rd., NE
Suite #790
Atlanta, GA 30326

Dear Kivi,

Thank you!!!! for your time, your effort and most importantly the value you brought to us over the last two weeks. The content and delivery of your presentation was amazing.

As you know, The Brain Trust is a Peer Group made up of 16 leading Atlanta area CEO's. We're a hard group to please in that we are always looking for hard hitting information and advice that will directly impact the success of our businesses. Your presentation definitely delivered on that.

You talked about "The Pillars of Positive Predatory Thinking". Pillar #1 had the most impact on me Know what you are: Take all of you to the market. A commitment to who you are as an individual and an organization can be a powerful differentiator if communicated to the customer with passion. And you are an example of that.

After each presentation, we went around the room and gave each member an opportunity to talk about the high points, and what action steps he or she will commit to implement as a result of the discussion. My point to them is that if they do not take action, then the exercise has no value. Then each month we get feedback from the stated actions and hold them accountable that they follow through on their commitments.

These discussions were very lively, beneficial and impactful. Thank you!

Sincerely,

Thomas W. Cramer, Chairman
The Brain Trust