



November 2, 2016

BNI Vibe Testimonial – *Change My Life Coaching* - Christopher Lawrence and Kyle Kalloo

I'm very pleased to offer this testimonial with respect to the professional services of Christopher Lawrence and Kyle Kalloo of *Change My Life Coaching*. In June 2016 Christopher and Kyle facilitated a one day session for the owners of 8 Expedia CruiseShipCenters offices located in the Calgary region. The intent of the Session was to design a strategic marketing plan process that our owners could use for presentation to multiple travel industry preferred supplier partners. The objectives of this strategic plan was to build stronger business relationships with this select group of travel partners that would deliver more and better education for our consultants, exclusive value offers to our clients, and acquire more marketing funding from the suppliers. Kyle and Christopher were asked to lead us in designing this business plan format that could be used consistently and with minimal alteration in multiple supplier scenarios.

Kyle and Christopher did an excellent job of walking our owners through a format of sales and marketing theory, engaging the group in discussion and debate, creating substantive reasoning to support our proposals, and practical exercises that led to plan construction. Our owners are quite diverse with varying skills, experience, attitudes, and risk profiles. Kyle and Christopher were exceptional in not only teaching and offering their business knowledge and experiences in very applicable manners, but also in facilitating the session to challenge our thinking and keeping the group properly headed toward meeting the objectives for the day. Our strategic business plan presentation has been received very well by our targeted preferred suppliers. We've been complimented on the professionalism of our presentations and at times has enabled us to challenge some of their conventional thinking and business practices.

I would highly endorse utilizing *Change My Life Coaching* and of course Kyle and Christopher specifically, for similar strategic business planning requirements and opportunities.

Sincerely,



John McIntyre
Managing Partner

Expedia CruiseShipCenters, Fish Creek