

825 8th Ave., 33rd Floor
New York, NY 10024



To Whom It May Concern:

The purpose of this letter is to offer feedback regarding a Critical Pathfinders program conducted for Insight Strategy Advisors during July, 2003.

This program was developed in response to ISA's need to build a foundation for the development of Operating Principles necessary for the continued growth of our firm's business, principles defining expectations of demonstrated initiative, teamwork, respect, and intellectual achievement. The need for this program was mandated by the rapid growth in ISA's business and assimilation of new staff members over a relatively short time period.

I am pleased to report that the *Outdoor Adventure* exercise created by Andrew Long's team addressed the firm's needs. The series of challenges created for ISA were expertly facilitated and provided us with a unique understanding of areas of opportunity for professional growth and operational effectiveness.

I would welcome the opportunity to elaborate on the success of our Critical Pathfinders event and offer this testimonial as a recommendation to others considering the firm for similar programs.

Sincerely,

Stephen Reid
Managing director