



AIR NEW ZEALAND

To whom it may concern

I was first introduced Brian Martin around September 2006, soon after taking up my new role as Regional General Manager for Air New Zealand in Japan and Korea.

I was immediately impressed with Brian's attitude and passion to a point where I immediately saw the benefits of working with Brian, his company and philosophy.

Our business was facing many challenges, predominantly due to a changing operating environment, meaning that our organisation needed to change significantly to remain competitive.

Our initial activities with Brian were focused on building a clear vision and alignment within the senior management team. This was a critical base to establish and was enabled by the development of a specific programme of activities and actions for the management team. The programme had immediate and very effective results. .

Subsequently Brian developed a 1 day programme for all our Japanese staff. This was focused on building teamwork, designing an aligned vision, recognition of the need to embrace change, while all the while ensuring alignment our wider company values.

This then evolved into a clear vision and 3 year plan that will see our business return to it's prosperity of the past.

The benefits of working with Brian have been hugely positive and significant for Air New Zealand Japan. We now have an aligned "one team" of people, who have taken responsibility for our future prosperity with a focus on exceeding personal, company and community values.

We still have a long way to go in order to truly realise our vision, and I am very confident that the work we have done, and will continue to do with Brian and IAS has significantly influenced this success.

I cannot speak too highly of Brian's infectious passion, cross cultural understanding and vision, along with a unique ability to communicate these with everyone he comes into contact with.

To summarise, Brian's has helped us to recognise and clarify an exciting vision; develop a clear, challenging yet achievable plan; take combined responsibility for achievement; while all the while helping everyone become "the best that they can be".

Yours Sincerely

Chris Myers
General Manager Japan and Korea

A STAR ALLIANCE MEMBER 