

Subject: Testimonial
Date: Mon, 22 Sep
From: "Steve Sawyer"
To: "Eve Abbott (E-mail)" <Eve@ABrainNewWaytoWork.com>

To Whom It May Concern:

In addition to being the top sales producer for the company, I also have board responsibilities. I knew I was creating more work for myself than was necessary because of not having a systematic approach for dealing with the huge amount of time-critical information that arrives daily in the form of paper, files, reading materials and e-mail.

While my natural focus and energy was directed toward solving client problems and business development, the physical chaos in my office would spin further out of control the faster I was running. The disorganization in my office sometimes became a distraction and kept me from focusing on issues at hand.

Eve Abbott's organizational overhaul was truly what I called "a cathartic experience. " I have eliminated much of the clutter and disorganization that naturally seemed to follow in my wake along with the frustration of not knowing where things were and the distractions that created. Now that we've overcome the creeping chaos, my mental clarity lasts longer and I've reduced my sense of information overload.

My new system helps to assure that my focus stays on my action items. Since I need visual cues as reminders, Eve visually customized my office so I could see everything (and still have room to work!). Her filing system alone was a great relief to me and eliminated a previous "system" which was inefficient and frustrating.

Our 'office blitz' has trimmed hours of work each month to allow me to focus more effectively on business development. Frankly, my new level of organization has eliminated some significant frustration in my job, which has served to make it more satisfying.

For me, my performance tune-up wasn't about increasing my income, although that might be a natural byproduct. It was about eliminating frustration, being more productive and adding back some margin in my life. In the end, I was personally more motivated by eliminating tension and being more relaxed with my family.

While my motives for working with Eve may be different than yours, I believe anyone can benefit from her experience and advice in making your everyday work life easier and more satisfying.

Steve Sawyer
Executive Vice President Sales
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