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helping children thrive

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To Whom it May Concern,

All organizations go through periods of change, for various reasons. For us, a fairly small 25-year old charity, “this is the way it’s always been done” wasn’t going to take us to a future where ever more resources are being directed towards the children and communities that we serve in Canada and throughout the world. Doing things the way they’ve always been done, thinking the way we always have, was going to get us exactly where we always have been.

Canadian Feed the Children had the great fortune to have Michael Stratford as part of our team during a critical time this summer. Michael’s workshop may only have lasted for 2 days in our office, but the positive effects of those 2 days have stayed with staff, both professionally and personally, to this day and I don’t expect that to stop. Even now, months later, staff will reference something that they took away from those two days and have applied.

All of our staff participated, no matter what department, because they each have a role in the game we play at work each day – the game of fighting the impact of poverty. We learned to play better as a team, a winning team, all moving towards the same goal. We learned what winning would mean for us. We had fun.

Two full days was a long time to take all of our staff away from their work during a busy time, but it was two days more than well spent. I can tell you that I no longer hear “but we’ve always done it this way” any more. Because we’re all more aware that “this way” was a rule that was created by someone at some time, as all rules are, that this rule or way of doing things may have served the organization before, but may not serve us anymore. So staff is now coming forth with ideas about creating new rules that will work better for us today. And that is just one example of a shift in mindset that was created through Michael’s workshop.

No matter what type of company somebody works at, we all have a game we are playing, we all want a winning team to play that game with us.

Every organization, of any size, would benefit from having Michael working with their team players, and joining their team through his workshops and presentations. I can confidently say that I speak for all of us here.

Dusanka Pavlica  
Director of Development