

October 6, 2011

TO WHOM IT MAY CONCERN:

My name is Sharon Canfield and I am a member of the Board of Directors for HRIC, Human Resources Independent Consultants. Our group was recently privileged to hear a presentation by Michael Stratford on Masterful Feedback.

Michael gave us a copy of his profile and asked us what topic we would like him to speak to. I couldn't understand how he could be so flexible in his options, since most speakers offer you their topic. After reviewing his profile for education and experience, I couldn't see what he could draw on for being the expert Master Coach.

After I heard his presentation I knew exactly what made him exceptional. He drew on his life. Through his many and varied experiences and many different roles, he developed a talent for seeing how personal interaction and feeling and understanding the people he was working with was the key to bringing about the sought-after performance. His personality was also key to his effectiveness; he presents himself as a confident and knowledgeable everyman with an exceptional set of interpersonal skills. "He's a Kick!" I can truly understand now that the best training a person can receive is through experiencing situations in life and caring enough to figure out an approach that reaches the subject and, at the same time, gives them the tools to resolve their situation.

I have been a Human Resources professional for almost 40 years, the last 30 years of which was as a Manager or Director. I've seen many trendy HR practices come and go; some were pretty good, but most were not. I've always found coaching and conflict resolution challenging because it requires that you be able to "connect" with the individual with whom you are dealing and bring about a satisfactory resolution. Most HR practices that are most commonly used do not allow the subject to maintain their dignity and to truly be understood. He taught us how to solicit and receive valuable feedback and utilize and leverage this gift for a positive result.

Michael's unique approach deals with the person and their needs and packages approaches and responses in a dignified, tactful and effective way. When the subject is not on the offensive, they are much easier to train or coach. I was so moved by Michael's presentation that I actually felt guilty about how I had handled situations in the past. The good news is that now I know how to approach these situations in the future.

I feel that I have significantly improved my value as an HR professional and as a person after hearing Michael's presentation. He's a real "find".



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