

JENSEN'S

ORNAMENTAL, INC

February 2, 1988

Friends,

Please allow us a few moments to share with you our experiences as clients of JMJ Associates. While we did not originally seek professional assistance, we jumped at the opportunity when JMJ Associates called and offered their business coaching.

Last October, when we contracted with JMJ Associates, we considered ourselves successful only because we were busy and could pay our bills. The truth was, however, we felt a growing discontent and frustration with the business. We lacked a sense of direction and common goals with our employees.

We began work with Larry Bangs in late October, establishing what we wanted for ourselves personally and professionally. During the past three months, we have learned to establish monthly goals, recognizing that we need to "know where we are going in order to get there".

Most importantly, we have created a mission statement that declares what Jensen's Ornamental Inc. stands for. This alone has served to keep us focused on why we are in business. Other projects have included redefining who is responsible for what, planning our future, and developing a true team with our employees.

It is so hard to keep our thoughts short and sweet. We have grown so much since Larry began coaching us. We will not try and tell you all this is easy - no way! Should you choose to give JMJ Associates a try, you will discover that there is a tremendous amount of work involved. As a coach, Larry can only guide you - the moves (decisions) are up to you. We truly believe that our association with Larry and JMJ Associates has been (and continues to be) a wise use of our time and money. We would rather learn how to improve our business now, than to remain limited by following ineffective methods of the past.

Please feel free to call us if you have any concerns that have not been addressed. We can be reached at (707) 252-0905. We have chosen to continue our coaching with Larry. There are many projects started that will require a little more coaching. We are satisfied clients, appreciative of the information shared, and excited about the potential that has been unlocked in our lives.

Remember, you must commit to doing the work - it is your business, your life. We can only say that we believe the rewards are invaluable.

Sincerely,

DICK & Cheri Jensen



February 14, 1990

To Whom It May Concern,

Jensen's Ornamental, Inc. is a family owned business, specializing in custom ornamental entry gates, access systems and specialty projects. We have been clients of Larry Bang's since October 1987. During this time we have worked closely with Larry, considering him an integral part of our business.

In October 1987, we were experiencing a growing discontent and frustration with our business. We were always busy, but certainly not making the money that we thought was possible. We had a dedicated crew, but lacked a sense of unity or direction.

Within a few months of working with Larry we created a basis of operation for our business. A mission statement became the foundation of our commitment to our craft and our customers. A business plan took shape as we looked at where we wanted to be a year to five years down the road. During the first nine months of working with Larry our pre tax profits increased 17%. We have improved our financial management systems, and have utilized our computer more effectively. We consider Larry an integral part of our business, and value his expertise.

Sincerely,


Dick & Cheri Jensen

December 2, 1992

Larry & Joanne Bangs
Bangs & Associates
20 Nancy Dr.
Novato, CA 94947

Dear Larry & Joanne,

It seems appropriate, on this our fifth anniversary of superb coaching, to take a few moments and give thanks. Thinking back over the past five years, we cannot envision being as successful or as personally fulfilled without your coaching. Obviously there is something about working with a "coach" that makes things happen.

We remember how things were when we met you - we were in that uncomfortable place of change. We knew we needed to be different with our business, but honestly did not know what to do next. Your coaching skills have moved us from business owners being run by our business to Business Owners who operate their business to fulfill identified professional and personal goals.

We give thanks that we were able to play the game; doing the work to clear out the garbage in our business practices; setting up business systems to remain mindful of our sales, income and expenses; learning how to live up to our mission statement, and meet our intentions.

As coaches you are masters. Working with you has made an impact in all aspects of our lives; not only are our business skills getting better, but we are learning to operate from a different level as people. We give special thanks that you are friends, as well as important members of our business.

Sincerely,

