



San Juan, Puerto Rico
September 16, 2015

To whom it may concern:

DIRECTV, leader in digital television in Puerto Rico, recognizes **London Consulting Group's Human Development** area for their excellent collaboration in the **Change Management and Management Development** of the participating personnel in our Process Improvement Project (Blue Skies). Thereby, we express our broad recommendation, as they were able to strengthen the skills of our staff in terms of **Methodology, Mindset and Attitude** throughout the program.

Some of the most relevant activities carried out were:

- **Project's Communication and Change Management Program:** With this initiative we were able to constantly keep the company's personnel informed while promoting the appropriate values and behaviors for the project's development.
- **Strategic Coaching for Managerial Staff:** During these one-on-one meetings, the participants received the support and guidance so that the knowledge acquired during the seminar's sessions could be applied effectively in their work areas.
- **Management Skills Seminar:** This seminar was composed by 8 highly dynamic and interactive workshops, which were designed specifically to address the development needs shown by involved staff through the **Management Values Survey**. The seminar provided us with techniques and tools necessary to efficiently, strategically and methodically lead our different work teams.
- **Sales Workshops:** Through these workshops, it was possible to train a large part of our operative staff on topics such as customer service, handling objections, service standardization, among others.

Finally we would like to highlight the importance of the cultural change for our organization, since without doubt the better disposition to change and the new acquired skills are key elements for our staff's development. Therefore, we reiterate our recommendation for **London Consulting Group's Human Development area**, who throughout this program, contributed in a positive and effective way to the development of our staff.

A handwritten signature in black ink, appearing to read 'Luis Montes Morales', written over a horizontal line.

Luis Montes Morales
Executive Director Legal & RH
DIRECTV Puerto Rico