



October 2016

To Whom It May Concern:

I have been working with Ryan Hindmarsh at LMI since 2014. Ryan is a strong leader with great charisma, a true gentleman in every sense.

I love working and learning from Ryan with the LMI EPP program so much, that 2 of us are now enrolled in Ryan's EML program. I have seen the value and challenged all my leaders in the company to also do the EPP course to furthermore improve proficiency, efficiency and their management skills. As of the end of 2016 we will have 10 leaders through the process. With many more to follow as we grow our companies people into better leaders with LMI.

In retrospect I now often think of how much better I could've been had I done this course when I was younger, measured by how much it has helped me to date with the business. Sleep Therapeutic has seen the following business benefits to date.

- *A sales increase of **12%**. Our best sales year to date. We are now on pace to increase our business 5 fold in the next **5 years**.*
- *A sales conversion rate increase of **17%** in important regions*
- *A net result of **15:1** return on my investment*
- *A wonderful positive increase in our company's goal alignment, and culture.*

During the program I was better able to identify and recognize challenges with the organization. It has helped me to make changes to be more effective in my day-to-day schedule and to recognize the value of my time with clear set goals. Learning the necessary skills to delegate and spending my time more carefully on High payoff activities has been a great experience. Setting up a vision board with clear goals helped me plan and move forward to reach them.

After the first EPP program and the implementation of it, I have more time; time for myself, loved ones and time for hobbies!

I communicate, manage and delegate better which has trickled down to my staff. That has led to increased productivity progressively working towards myself and my company's goals. I consider Ryan an integral part of our company and I would recommend Ryan and his LMI processes into any company looking to grow and have more success.

Thank you for you time and support.

Lionel Marshall

CEO Sleep Therapeutics