



February 22, 2012

To whom it may concern:

As current President of the HR Leadership Forum, an affiliate of HRPS, I was thrilled with our choice to engage Lisa Nirell for our recent program. Lisa's session entitled *"Do You Know Your Internal Customer? Energize Your HR Initiatives by Thinking Like a Marketer"* struck a chord with our seasoned HR executive audience.

During the session, Lisa energized the audience in ways that few experts and authors can do. Her session outlined proven strategies that immediately helped our members deepen relationships with internal clients, implement HR initiatives more effectively, and increase their business communications acumen. More importantly, she debunked old beliefs and definitions of marketing—a dynamic function that many HR executives do not fully understand.

Lisa's lively workshop exercises, customized messages and contemporary examples left us wanting more. Our program evaluation from our attendees scored off the charts!

If you are looking for a dynamic, practical expert to help your executive audience drive growth and enchant their employees, I highly recommend Lisa for your next engagement.

Sincerely,

Shira Harrington
President, HR Leadership Forum