



Your reference
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Subject **Testimonial**

To whom it may concern

Nina McCaul from True North Mindscaping (Pty) Ltd was contracted by BMW South Africa (Pty) Ltd in 2006 to implement a change program within the dealer networks.

Key strategic drivers of the initiative were to build on the established parameters and guidelines within the dealerships whilst laying the foundations for a new approach to ensure continued sustainable growth. A core focus is to create a customer centric culture.

Her approach and methodology included the alignment of the dealership vision, values and behaviours to agreed benchmarks for meaningful change. Her unique approach has created a model to integrate the levels of human, structural and social capital seamlessly.

To date, we have implemented the program in 15 dealerships. Her results driven approach has impacted positively on the beliefs and attitudes of the learners, creating commitment, motivation and focus within teams and individuals.

She shares the information and the learning from the process in a manner that ensures continued meaningful change.

Nina's work is professional and the feedback from our dealerships has been overwhelmingly positive.

Yours faithfully

BMW (South Africa) (Pty) Ltd.

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