

**Folio Z**

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Paul Johnson  
Panache and Systems  
149 Azalea Chase Drive  
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Dear Paul:

The strategy facilitation workshop you conducted for us last March helped us identify the real essence of our company, and made it clear where we wanted to go. We're on our way now! Folio Z took a big leap forward on August 1st when we decided to capitalize on our strengths and become a part of Multi-Media Holdings, Inc.

During the previous 2 years, my senior people kept asking, "Where are we going?" While I knew where I was going, I came to realize that I owed a strategic plan to every employee so that they could get somewhere, to grow. They deserved to have plans that would allow them to contribute the best parts of themselves and develop their careers as a result.

What you did for us is methodically scrape away a lot of the peripheral stuff that's accumulated during our 14 years in business so that we could see and understand what the real essence of Folio Z is. It means a lot to me that we codified the qualitative goal, "Success Beyond Your Wildest Imagination." Plus, we were able to nail down an essential way of being -to just tell the truth with courage, clarity and grace. Now every Z'er is clear on what we want and the path to take to get there.

With these core elements, we were able to formulate plans that affect all stakeholders, not just employees. We know whom we want to attract to Folio Z in the way of clients, employees, and business partners. We can help our clients clearly understand how we will treat them, and how we will market to their target customers.

Now every Z'er, in every interaction, can answer the question, "What does this mean to me personally, and how am I going to live it?" Because if we don't take a look at what our work means personally, and we don't live it, then the company loses, because it means the authenticity is just simply not there.

Your observations about Folio Z were thoughtful, graceful, and accurate, and have been invaluable in helping us get on course. Finding out who we are made it clear where we could go and, more importantly, where we want to go. Thank you for helping us map out a future that is exciting, compelling, and fits us all to a "Z."

Cordially,



Chris Coleman  
President

