



To whom it may concern

I first became aware of Naked Leadership™ in September 2001 after retaining David Bentley to assist with the organizational development of Virgin Blue airlines.

While in the process of reviewing the training and development needs of our employees, David suggested that we might benefit from his course and we agreed to a pilot program.

This was held in Sydney on the 18th and 19th of October and the response from the management employees who attended, was overwhelmingly positive.

As I was made aware of the enthusiasm with which Naked Leadership was received, noted subsequent visible changes in the behaviour of a several leaders and after reviewing all of the feedback, including an assertion from one attendee that he had "*..learned more about how to be a better leader in these 2 days that in all of the courses I attended in 25 years in the industry*" I have made the decision to select Naked Leadership as the core leadership and communication program, for the development of our employees at Virgin Blue.

The overall philosophy and values expressed in Naked Leadership, align closely with Virgin Blue's desire for open honest communication and a team ethic built on trust, clear expectations, reward for effort, genuine enthusiasm and a dedication to delivering a superior product at a fair price.

I look forward to incorporating Naked Leadership into the future success of Virgin Blue.

Bruce Highfield

A handwritten signature in blue ink, appearing to read "B. Highfield".

Director of Human Resources
Virgin Blue Airlines