

To Whom It May Concern:



My wife, Dana and I are pleased to recommend Diana Garren and her company, True Perceptions, to any growing company who wishes to have their business goals come to fruition.

Our company, On Track Investigations is an insurance claims based private investigation company in south Florida. We started our business in 1999 and have had good solid growth since then. Even though we had out performed much of our competition, it was just a result of pure sweat and not solid business planning which gave us a feeling that our company was somewhat fragile. The problems we were experiencing were a result of a weak internal structure and business planning. This led to issues with hiring, varying work product quality, and lack of good client communications to name a few. We had a weak, non-comprehensive, non-enforced policy and procedure manual, an “off the top of my head” employee training program and an episodically approach to communicating with our clients.

As a result of this, my wife and I were working too hard and dealing with the same problems over and over. I was sounding like a parrot to my new hires, repeating the “right way to do things” over and over.

As I am writing this letter I can tell you that already our work with Diana has set our company on a new path.

- We have a recruiting and hiring process that has provided us with some great new employees.
- We are in the process of developing a training program that will provide us with a way to train new recruits that will get them up to speed quickly through testing, training timetables and work product accountability.
- We have brought aboard several new clients this year and they are now qualified before we bring them on as clients to make sure they fit our business model, as some clients in the past have put a heavy drain on our business and personal time.
- We have procedures to make sure that our employees stay in compliance with state and federal laws and testing to re-enforce the material.
- We are developing a procedure manual for every job in the company so that employees can refer to the manual for questions regarding any task.
- Our clients are being serviced well with our consistent communication and feedback schedule.
- By taking the time to document our procedures we have developed much better procedures for each job in the company, which has eliminated a lot of inefficiencies and unnecessary tasks.
- We have a much better system for accountability. Every ones job is transparent and their performance is easier to evaluate.

The most important benefit of working with Diana is seeing my wife’s job and my job changing from being focused solely on the daily tasks to being more focused on the direction of the company. The well-qualified people whom we are hiring are filling those roles; even the jobs my wife and I thought could only be done by us.

Judging by recent complements about our company from several clients, I can see that working with True Perceptions has really developed our company and given it a much stronger and more professional image in the industry than we had before.

Sincerely,

*Johnston Blakley*  
*Dana Blakley*

Johnston and Dana Blakley / Founders  
On Track Investigations, Inc.