



September 8<sup>th</sup>, 20102

Robert Paris  
Partner  
Points of You

Robert,

Earlier this year you contacted me about a breakthrough coaching tool called Points of You. I must admit initial skepticism as I have seen so many tools over the years that ended up being underwhelming but, because I have always valued your judgment, I agreed to to experience Points of You.

After your personal one-on-one Points of You coaching intervention with me I was hooked and immediately realized that you were on to something that was fresh, innovative and game-changing. Points of You's use of evocative photos and inspiring stories and quotes seemed to awaken my entire brain and, in so doing, enabled me to clarify my issue, see a broader range of perspectives related to this issue.

Beyond the powerful coaching application, I immediately saw opportunities to use Points of You in a wide variety of application at the Cirque du Soleil. I introduced POY at a meeting of 18 managers at Cirque. In this meeting, everyone was invited to update the group on work accomplished in the past few months. Instead of letting each manager go through presentation of their list of achievements, we were able to incorporate the thought-provoking photos in Points of You to inspire people to tell their authentic stories as a means of updating everyone. The result was a memorable and lively period where attention was sustained and interest was uplifted. The information shared was highly valuable as it was less a list of activities realised and more stories in which emotions, issues and learning were shared.

I have used Points of You in other ways – at the opening of a conference where people were encouraged to tell their genuine stories as a means of introducing themselves to strangers - always with the same magical results. It is clear that Points of You brings life and authenticity to coaching, team development, innovation, training and other company processes and I really appreciate you introducing me and the Cirque du Soleil to a tool that represents an advance in how employees connect with themselves and with each other.

Bravo!

Sylvie Geneau  
Director, Planning & Development/ Assistant Vice President  
Casting & Performance  
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