

Client: **Michael Foods, Inc.**
Date: **June 2007**

"We asked Jason to do a smaller session with our senior executives and leaders during our off- site strategic planning meeting. I was interested in doing this because I believe his research identifies some powerful insights on what it takes to have top tier sustainable growth. Jason was interested in doing it because he thought it would a fun change for him to have more intimate interaction with a smaller group.

The net result was a home run!

I believe he added strategic value to our planning session-- but did it in a way that was inspiring and entertaining to our team.

We used Jason to transition us out of our financial section and into our longer term strategic planning and it was the perfect jolt to get everyone engaged and thinking out of the box."

Dave Johnson
COO and CEO Elect
Michael Foods, Inc.
Minneapolis-St Paul, Minnesota

