

# F.M. Light & Sons

*Department Store*

STEAMBOAT SPRINGS, COLO.

THE HOME  
of FAMOUS  
BRANDS

January 30, 2014

Know Your Strengths  
112 Hitching Post Road  
Bozeman, MT 59715

To: Potential "Know Your Strengths" Clients,

F.M. Light & Sons is a 5<sup>th</sup> generation, family owned and operated retail store in a community with a strong tourist presence. Customer service, purchasing, management and community relations are all very important to us. Phil Olsen and the PDP system has helped us reach our goals by aiding us in identifying our own, and our employees' strengths, and has helped us "get the right person in the correct seat on the bus."

The very quick and easy survey PDP uses to gather individualized information, along with the detailed reports, are phenomenal. People are always amazed how accurately their profile report fits them. The results show peoples natural behavioral strengths and how to maximize their potential.

As owners, we have shared our own profiles with our key people and it has helped all of us to understand each other and how to approach each person with any issue.

With Phil's assistance, we produced a "perfect employee profile" for our store. It made the hiring process easier and much more efficient as we compared potential employees with our PDP profile guidelines.

One of the key reasons for PDP's success, besides the accuracy of its reports, is the back up support you receive. I attended a day long training session that PDP offers to increase my understanding of the profiles and how to better manage people by using the profile results.

However, the biggest asset is Phil Olsen's personal involvement. Phil commits himself 100% to the task of training and assisting his clients. He works with the client side by side to do whatever is necessary to get the job done. Phil ends up being a true partner and is willing to help when called upon. It has been great to work with someone with strong personal integrity and who has the ability to work so smoothly with so many people.

Sincerely,



Ty Lockhart