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To Whom It May Concern

Following the commencement of my second PETstock store I contracted Greg Fellows of Dynamic Business and Training Solutions for 12 months to assist with the design, creation and implementation of some business systems and initiatives. This was required to enable me to align my businesses and maintain consistency with policies and procedures between both stores.

During Greg's involvement with me as a Personal and Business Coach he continually offered advice and support to me to improve the daily operations of both PETstock Batemans Bay and PETstock Ulladulla particularly within the area of Staff Management and Human Resources Policies.

Greg introduced me to the TKO system which I have implemented into my businesses. Greg has played an integral role with the set up, design, adaptation and integration of this program within my business. As I provided Greg with critical information based on my business structure, he has adapted the TKO program to be applicable to my PETstock stores. He has created titled roles for all staff so they were clear on their job roles and requirements and has assisted with explaining these roles to the staff.

We have found the TKO system beneficial with the information which Greg has applied for all new staff interviews, inductions and appraisals. This has reduced the time spent on creating relevant documents for new staff and it produces professional and thorough documents for them to read.

He has assisted with setting up and conducting of staff appraisals which has highlighted to the staff and myself the strengths and weaknesses of the staff and the business operations. He has conducted staff training focussing on Customer Service as well as setting up traineeships for some staff to complete.

Greg has identified areas in my stores which required changing to assist us moving forward. He continually offered advice and suggestions in all facets of the work including Marketing, Staff Motivation and Training as well as assisting with introducing more thorough financial budgets.

Greg was and still is always willing to help out and offer advice on situations, float ideas and give opinions about the daily operations. His role within my organisation was very motivating to not only me but my staff as well, for which I am very appreciative.

Harvey Doberer
Owner / General Manager
PETstock Batemans Bay / PETstock Ulladulla