



Testimonials – Business & Steve Krummeck

28 February 2012

To whom it may concern

I worked with Steve as part of an executive coaching program implemented by my employer. Over the period of a year during which Steve was my executive coach, I gained significant knowledge and the ability to further advance myself and my career.

Steve has a wealth of experience and is very knowledgeable in the field of personal development and leadership. He is honest, forthright and gets to the point quickly. His passion, experience and lateral thinking make the sessions very valuable. Steve taught me to challenge and think differently about personal development which allowed me to make changes and get real results.

I have personally benefitted tremendously from having Steve as my coach and would not hesitate to recommend him to any company or individual.

Many thanks Steve

Nic Swingler

Deputy Chief Operating Officer

Absa Capital

18 February 2011

To whom it may concern

When my employer informed me in March 2010 that I have been nominated to attend a coaching program with an external coach I had my reservations about it. That was at a time when I was not very positive about the situation I found myself in at work and I was contemplating my future at the company. The question that came to my mind was how this coach would be able to assist me in my development as a person and in my career aspirations.

After the introduction session on the program and when we received the profiles of the coaches I decided on Steve Krummeck to be my coach.

My first session with Steve was in April 2010 and I immediately felt comfortable confiding in him. His objectivity and frankness was something that changed my views on how to deal with my circumstances. He taught me the importance of self-mastering and how to explore my full potential. Steve made me realize that I can achieve everything in life, be it in my career or personally, as long as I know what I want to achieve and have a plan on how to achieve it.

What I learned from Steve during this program is invaluable and I will always apply it in whatever situation I will face in the future.

I would like to thank Steve for the positive direction that his coaching steered me towards and I will make sure that I stay in touch with him.

Tony Lottering

Assistant Vice President | Manager: Exchange Control | Operations and Technology | Citibank South Africa

Kenneth Lai Way



Coca-Cola Canners of Southern Africa (Pty) Ltd

15 April 2010

Dear Sir/Madam

Steve Wright Krummeck

I am one of two senior managers, nominated by my Plant Manager to partake in a Plant Manager Succession program. The program is to learn the various functional business units across the entire operation and develop my leadership abilities in managing such a business. Part of the process was to select the correct executive coach in guiding and developing our thoughts, actions and growth. Together with the Plant Manager, my mentor we interviewed numerous executive coaches and selected Steve Krummeck.

Steve Krummeck became my executive coach for the period of November 2008 to December 2009. The program was intense with monthly scheduled meetings, however Steve ensured that I enjoyed the learning process with open, direct and honest communication. Usually I entered each session with many leadership issues; however Steve has this amazing quality of transforming each issue to something that is manageable and positive. He has the ability to unbundle any issue little by little, bit by bit in order for me to understand how this led to my own self improvement. After each session, I assure you that my self confidence raised a level higher and I felt invigorated. "You are what you believe" and Steve ensured that I believed in myself and trusted my actions and decisions when leading the business in the absence of the Plant Manager.

Steve is well experienced, well read and extremely knowledgeable in the field of personal development and leadership. A great coach, who drives lateral thinking in analyzing one's motive and thoughts, when faced with a particular leadership situation. As a result I know that my emotional intelligence as a leader has improved significantly. Jim Rohn said "The greatest value in life is not what you get but what you become" and I can say that Steve contributed enormously to my personal development and leadership skills.

Thank you Steve, you made a DIFFERENCE

Yours sincerely,

Kenneth Lai Way
Manufacturing Accountant
Coca-Cola Canners of South Africa – Wadeville Plant

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"The Company for Customers"



TESTIMONIAL FOR STEVE KRUMMECK

16 April 2010

To whom it may concern

We engaged in a relationship with Steve in the latter half of 2009, after we had identified a critical need for the development of skills within 3 directors of the business. This lack of skills was threatening the existence of the business.

Our experience has been that Steve has managed this very sensitive and difficult process with extreme professionalism. He was quick to accurately grasp the core problems within the team and the various individuals. He has worked methodically from the beginning, analyzing the needs, co-coordinating assessments where required, and then very quickly getting down to work with us. We believe that we are still in the "early days" stage, but have already experienced profound improvements. An intensive effort with our Operations Director has yielded impressive results, and we are now fortunate to have someone who has a basket of enhancements added to his existing passion for the business and its success. We have received guidance as a group of directors and shareholders, and are operating as a much more cohesive and effective unit, understanding the real impact of our role and responsibilities a lot better. Through the process other individuals and needs have been identified, which with Steve's guidance will further enhance the business. We have come to learn that this is not a destiny, but rather a journey and we sense that our relationship with Steve will last a long time.

Steve's approach is very forthright, with brutal honesty being the foundation of the relationship. Having said that, he is acutely aware of the sensitivity's involved, and has a gentle approach to the embarrassing realities we have had to face in order to move forward. He is also very aware of the expenses involved in the process, and at no stage have we felt that he has taken financial advantage of us.

We have had no experience of any other person in this field, but feel very comfortable with the choice we have made. Our only regret is that we waited so long, had we done this and released our business 10 years ago, who knows where our business would be today.

Please feel free to contact me should you wish to discuss anything further.

Yours Sincerely
Stewart Butler
Managing Director

Tel: 011 626 2726



MASTERPACK

CREATIVE PACKAGING AND PRINT

15 April 2010

To Whom it May Concern

Steve Wright Krummeck - The (W)Right Coaching CC

Steve Krummeck was tasked by our Company in December 2009 to improve the Executive Leadership skills through assessment, coaching and feedback to the management team both on a one on one and team basis. To date we are not only on track with our goals for this project but have enjoyed benefits over and above the original brief.

Steve's approach has been well received by even the most challenging of our management team members and the improvements being made are evident to all staff supported by these leaders. Some of the immediate results are better staff communication, improved meetings and a heightened awareness by management of their leadership role and impact on productivity.

Having worked with several other Human Resources interventions in the past in larger environments such as De Beers and Colgate Palmolive I recommend Steve as the most effective coach I have worked with to date and am confident that he will make a difference wherever it is needed. Should you require further clarification please do not hesitate to contact me.

Yours Faithfully

LAURA CREE
HR MANAGER

Robert Reddy

Citibank

Senior Vice President, Regional Director, Sub Saharan Africa

At first when I was informed about the coaching programme I must admit that I was very sceptical and thought that this would be a waste of time and effort.

Having been briefed by Steve and after he had given the team an overview of the coaching directives and expectations, I decided to give it a shot.

The initial meetings made me realize and also discover that there was much that I could take away from the sessions.

Steve has a fantastic style of allowing the candidate to realise their own potential through allowing me to explore my own inhibitions, strengths' and challenges and how to leverage the negative aspects, turning them into strong points and this through self exploration whilst continuously coaxing me through.

Personally, I have benefitted tremendously and the results have been significantly noticeable through my interactions at work, socially and in my attitude and approach to any task, challenge or situation.

Steve's unique method of coaching has made a huge difference in my life and I unhesitatingly would recommend him to your business.

The above testimonial was written on 16 April 2010

Jonathan Le Roux

Steve was and is still regarded as a Fraud Prevention Expert within the Financial Services (and Banking Industry) Sector.

Amongst other things, Steve has the ability to operate from a Strategic, Operational and day-to-day level.

Many of Steve's initiatives / projects and have stood the test of time. This in itself is testimony to Steve remaining cutting edge when developing projects/initiatives aimed at enhancing the culture and support systems needed to embed an effective and holistic fraud resistance model for companies both large and small.

The question is often asked 'would you recommend or employ this person'. I rather state it another way, 'if you did not have Steve in your company, what would the impact be'.

To this I answer, 'it would be a significant impact that the company would not be exposed due to Steve's diverse experience, knowledge and strategic thinking Steve comes with additional expertise gained from being qualified as a Personal Coach from a leading institution in the Western Cape that will in essence 'drill down' to the many reasons why companies don't succeed – people and their definition of goals within their career and company.'

'I would not hesitate to recommend or employ Steve in my business. He brings many intangible things to the table that I believe cannot be measured by this reference. In fact, I urge you to do one thing, invite Steve for a cup of coffee and just talk to him. If you are not motivated, excited, pumped and juiced by Steve when he talks to you, then I question whether you are alive.'

'Steve's passion is contagious, he is an enabler, enhancer, motivator and connector that allows others to see the potential in themselves (firstly) and then in their ability to influence others (their peers, colleagues) and the company.'

'Steve will blow your mind. He has blown mine.'

Regards
Jonathan Le Roux
Head: Operational Risk
Direct Axis (SA)

Sean Reuben

"I met Steve Krummeck through a corporate program in which I had little choice but to participate. It was therefore with some scepticism that I approached my first session. I wondered what on earth we would talk about for 2 hours! Well, before I knew it the time was up! Steve has an amazing ability to listen attentively and probe gently but with great purpose into one's actions, thoughts, and philosophy of life. Not just work life, but the stuff that really matters. We engaged in intellectually stimulating discussions and debates, and shared ideas and hopes and dreams. His energy and enthusiasm is infectious, and he has an innate ability to inspire one to BE better. Not just want more, but to BE more.

A significant breakthrough in my work relationship is worthy of mention. I had a colleague who I detested, not to put too fine a point on it. Through my relationship (notice, not sessions, not interventions) with Steve, I was able to get over the barriers that were blocking an effective relationship with this colleague. The result? Well, my relationship with this colleague developed to such an extent that he recommended me to a head-hunter, who then placed me in a brilliant new role. It boggles my mind to think what I would have missed out on if I hadn't made that relationship breakthrough.

And Steve doesn't just deal with one's work life to the exclusion of personal matters. He believes in a holistic approach, which most significantly led to a better relationship with my wife. Steve helped me change the language of my life. Whilst I continue to strive to BE more, I always hold dear the discussions we had and the principles that we agreed upon.

I count my relationship with Steve as one of the key aspects of my personal development. You will too."

Best Regards,
Sean Reuben

Chris Couchman

To whom it may concern.

Reference: Personal professional coach – Steve Krummeck

I have had the pleasure of being coached by Steve.

This has been a life changing experience for the better.

The initial phase was difficult for me, as the questions posed by Steve were uncomfortable at times, but they brought out a realisation that I have choices in life. I was too fixed in my focus on where I was going. Steve unlocked my thinking and changed all of this for the better. Steve also brought in compassion and we addressed deep personal domestic issues and life balance and how all of these factors play a part in my growth and development.

The process that Steve follows is that you lead the discussion and he helps navigate to a well thought through conclusion and a few focused goals and measurable objectives. Steve works from the strengths to identify areas of opportunity.

I am very relaxed in Steve's company as he is affable, a good listener, displays a lot of wisdom on his topic and can be forceful in getting a key message through. Steve has become a confidante. He has an easy going style which does not place you in a threatened frame of mind. I placed my full trust in Steve from as early as my second session and became fully transparent and relaxed in his company or picking up the phone to discuss concerns. I have never had trouble getting hold of Steve and his response time is excellent.

I have enjoyed the coaching journey with Steve; I have a vision and a personal plan with short term goals. The journey will continue from a solid base which this initial experience has given me.

I have attended development interventions and courses over the past 20 years with The Coca-Cola Company – this experience overshadows most of these combined.

I would strongly recommend Steve to anybody who is interested in appointing a personal professional coach. The decision to appoint a personal coach is not an easy one, but I would suggest that it is the best investment you can make in yourself this year.

Yours sincerely,

Chris Couchman.
Sports Liaison Manager
Coca-Cola South Africa (Pty) Ltd

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Tony Valentine

At my very first session with Steve I was asked what I wanted to achieve or attain through the coaching sessions. My answer was that I wanted to discover the few things (Road Blocks if you like) that were holding me back from achieving the ultimate goals and successes that I am striving for in life.

I found Steve to be a good listener and we connected well from the beginning and I always looked forward to our meetings because the time flew by and I always left feeling enlightened, refreshed and hopeful about the future. What I appreciated most was that Steve helped me find my own answers, through questioning and discussion in a very non-threatening way.

The sessions with Steve positively impacted my life in 3 major areas:

1. We identified the negative words I was using for my self talk and my thinking about others. Changing this produced incredible results in a very short period of time.
2. We uncovered some of my 'Limited thinking' and changed this into 'Possibility thinking.'
3. We looked into my Core Values & Beliefs and addressed some deep seated issues from my past that literally felt like a weight had been lifted from me.

Steve has helped me believe that I am here on earth to make a difference and to positively impact the lives of others just as his coaching has impacted mine, and for this I'm eternally grateful.

The journey forward is mine to travel, but Steve has equipped me to approach my future more positively and from a position of strength. So was he the (W)right coach for me? I most certainly believe so.

Yours Faithfully
Tony Valentine

Ruby Evrard

I recently attended a two day mentorship programme presented by Steve Krummeck in Johannesburg and in my opinion the programme was presented in an extremely professional manner yet at the same time, a relaxed and encouraging atmosphere was created allowing even for the most reticent attendee to participate.

Steve is very insightful, is acutely aware of the nuances in the group, has well developed listening skills and is extremely knowledgeable regarding whatever subject he is presenting.

A wonderful experience and Steve comes highly recommended as a presenter, speaker and coach.

Ruby Evrard.

Malcolm Haefner

Our meeting (Steve and Malcolm Haefner) was not by chance but rather by arrangement by my wife being the closest person on earth to me, getting tired of watching me in a self induced spiral of self destruction.

At the time I was a slave to self-fulfilment and haunted by a fear of personal failure, which kept me blinded from the other treasures that life has to offer.

After I accepted the fact that I needed some coaching and looking through your emails, I noticed on your letterhead the words "what you see is what you get", which is a captivating statement but with a hidden more personal message to all of us and hinted at in parenthesis in the same sentence "in your minds eye".

During the sessions that we shared these words became increasingly more meaningful in that I learned that we all have the power to change, we just have to choose to do it, visualize it and then get on with it.

Change is hard for all of us but a necessary part of life that we just need to positively put in our minds eye and it will be done. So often we get caught up in a spiral of self-actualization at the expense of everyone and everything around us, including ourselves.

I learned that when I admitted that I was not happy where I was and put in my minds eye what I wanted to change and where I wanted to be, half the battle was done and the rest was actually very easy to do.

I wish to thank you for "opening my minds eye" and for allowing me to attract the changes that I needed to get there.

We are all in control of our bodies, our intellect and ourselves so we have the power within to change what we are not happy with, as you say it's just a choice.

Thank you once again.

Kind Regards
Malcolm Haefner
Bcompt (Hons);CA(SA)

Mario Fazekas

I have known Steve Krummeck for nearly 10 years, during which time we used to meet regularly on the conference circuit as he was in demand as a fraud prevention specialist at local and international conferences.

In June 2006 we hired Steve as a contractor to assist us in creating a leading practice fraud prevention plan. Under Steve's direction, the fraud prevention plan was substantially improved despite limited resources. Some of his most noteworthy contributions were the creation of a holistic fraud prevention and awareness strategy and the formulation of a total ethics management program.

Additionally, he supported the goals and principles of the organisation and was not averse to 'rolling up his sleeves' and getting involved at an operational level where we were short of resources, such as delivering fraud workshops nationally for one of our largest clients.

I have the highest respect for him, both personally and professionally and he is highly self-disciplined and dedicated to his work. He is a unique blend of natural ability, directness, common sense, congeniality, and sincerity. He is completely loyal and trustworthy. He smiles readily and interacts effectively at all levels.

In my opinion Steve has advised and represented us well, and I can recommend him to you wholeheartedly.

Yours truly,
Mario Fazekas

Quentin van Rheede

Dear Steve

I thought I would drop a quick note to you, considering that some time has passed since I attended the coaching sessions with you through the Old Mutual coaching initiative.

As I explained during our first (somewhat painful) session, I was somewhat sceptical of the concept of coaching for personal success, as I had some difficulty believing that coaching could work in this sphere at an individual level – American evangelisation of the concept helped reinforce my scepticism! I am happy to say that I was completely wrong – my only regret being that I could not spend more time and further sessions with you!

The coaching was extremely revealing – for me the biggest benefit was in verbalising what I knew (whether consciously or sub-consciously) – I found that this process exposed what I probably knew all along, and the journey of discovery I went through, using the techniques you showed me, generated changes in my approaches in my professional and private life.

Professionally, I am much more confident and assertive and have been given additional clients and staff to look after. I spend more time with my family, have more open discussions and feel less guilt when I have to take a tough stand! These were all real problems I was working through before the coaching sessions, and the coaching gave me the tools and determination to address them head-on. I am still not there – I realise that becoming the sort of person I would like to be is going to be a life-long journey and battle, but I am comfortable in my own skin!

I would have no hesitation in recommending you to anyone. Your approach worked very well for me as you allowed me to explore some of the most difficult personal areas while providing guidance and the tools to manage the areas I wanted to explore – while pushing me further without alienating me or making me feel that you were intruding.

All the best for the future and I am sure you will be successful in your future endeavours.

Yours faithfully

Quentin

Quentin van Rheede
Senior Account Executive
Old Mutual Corporate
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Testimonials – Non Business Related

Hi Steve,

We would just like to thank you for all the advice and guidance you gave to Brent and I before our wedding, we have already worked through so many issues and we really appreciate it.

What your course taught us to do is communicate and deal with our problems like adults, we now rationalise before we get into heated arguments and through your questionnaire we also learnt many communication and listening skills that each of us find effective.

I recommend your course to anyone who wants to connect with their partner, learn more about each other and work through any hidden issues you may have before tying the knot, it is lots of fun and you will be so surprised how your partner view certain issues (when answering the very intense questionnaire)

This course is vital to your marriage as it puts you both on the same page and irons out any differences before embarking on your life together.

Brent and I would recommend Steve anyday.

Thanks Steve, we had loads of fun, hope to see you soon,

Justine

Beth Hackland

I confirm that I have had a number of coaching sessions with Steve in mid 2006. I was having difficulty with a particular type of personal problem, which he was able to talk through with me. Our sessions helped me alleviate and ease the situation such that I have a completely different and positive outlook, in contrast to my aspect at the beginning.

From the start, Steve was forthright about tackling my problem and encouraged me to look at it from many different perspectives. He asked many questions some of which were difficult to answer, and we would discuss things at length to help me to understand where I was going wrong. However, he would never dictate that my original way of thinking was wrong, but in discussion, I could come to understand that I was not handling things to the best advantage. From there, we would look at methods of treating various situations which I had previously found formidable, and was able to change my own mindset and to actually look forward to dealing with these self-same situations.

His style was relaxed and informal, which encouraged open and forthright debate. He is singularly suited to his profession, and I will wholeheartedly recommend his services.

Beth Hackland

Janette Kruger

Hi Steve,

As a result of the coaching sessions with Steve, I am now more confident about myself, my abilities and what I believe I can achieve in life. I have learned to love myself, value my abilities and skills and to be positive and confident about the future. Through his highly motivated and inspirational facilitation, Steve

helped me on the road to become the maximum ME. If you need coaching to help you fulfil your dreams, you are at the right place!

Regards,
Janette

Christiane Driver

Herewith a few words to describe our coaching experience.

When I first contacted Steve in 2006 I felt my life was on a continuous downward spiral. I was extremely depressed and my relationship with my husband was failing. Our business was not doing well either. I was going for counseling but although it was helpful I felt something was missing.

I had read about Steve in a magazine during this time and he was offering a first consultation free. I had nothing to lose. I told my husband that I was going to make an appointment for us to see whether we could salvage things. Prior to going we had to fill in a questionnaire to describe how we saw ourselves and also what we expected to gain from coaching. This already allowed me to have a look at my life and myself in more detail.

At our first coaching session Steve listened to how both my husband and I saw the situation we were in. After one and a half hours of listening to us Steve said to us: "guys are you aware that all I have heard from both of you is me, me, me. We need to look at that and see how we can change that." That was very insightful and started us on the journey of discovering how we could approach our life, relationship and business differently.

Steve advised us on how long the coaching process would be and we saw Steve every 2 weeks after that for 2 – 3 months. He stated that he would guide us but he would be giving us homework and unless we were committed to doing the work we would probably not be successful. Steve also advised us on some very helpful and inspiring reading material that would help us with the process.

We walked away from that first session feeling inspired and hopeful and things improved immediately. Over the next few weeks I was able to deal with my depression and frustration more effectively and my husband and I started communicating better.

During the months we have had our ups and downs but more ups and our entire life has improved on all fronts. Depression is not something I experience any more and our relationship is one of togetherness, "we not me". Our business and finances are great and our family is a family again.

Coaching has allowed me to trust myself more and not respond to life with fear, to communicate my needs effectively and to listen to people and hear them.

I recommend coaching to everyone who feels that there is something missing in life or that feels a need for change.

Yours truly

Christiane Driver