

Memorandum

To: Jeff Davidson
From: Bonnie Westley
Date: 11/19/98
Re: USAA Feedback on your 11/18 Whistle Stop Presentation

Jeff, thank you for visiting USAA and sharing your Breathing Space concepts with us.

I have a couple of reflections that I thought you might care to know about via this response mechanism.

Handout

This is the best, the very best handout we've had for a Whistle Stop Presentation. I do not know if you provided it or if USAA made it up for you, but it is super. Everything we needed for that one-hour was on the first page. Consequently, there was no paper shuffling or people reading ahead. Great job!

I like the additional information in the handout. It gives me short, readable material that I can fit into a busy day. Thanks very much for such thoughtful preparation.

The Concept

I never knew that if I worked projects from start to finish rather than a little here, and a little there, I would be more efficient. It was a tremendous revelation. Granted, we often are obligated to work on more than one thing at a time, but not always. I plan to implement that concept as often as it is in my power to do so.

The "Super To-Do List" is something else I think I can actually do. Imagine having a place where everything I ever want to accomplish is in writing. It is such a cool idea - why didn't I think of it?

I'm finding a housekeeper!

Your Presentation

I am a Toastmaster. I deliver a good number of presentations. You did a wonderful job of organizing your material in a user-friendly manner and delivered it to us in an entertaining fashion. Your use of humor was just right and your sense of timing is excellent. I very much enjoyed myself and learned something too.

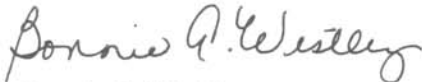
Challenges for Future Presentations

Up front, at the beginning of your presentation, you could challenge your audience to look for two or three ideas they could implement immediately, that day. Then, halfway through the hour you could ask if people have identified something yet. And, at the end, you could ask people to shout out an idea they plan to implement immediately. I believe it would more fully engage your audience and you would have immediate feedback concerning your own success in sharing the message.

I think you should sell and autograph your book, *Breathing Space*, at the end of the presentation. You would make a fortune. I am going to buy it this weekend. I'll take that half hour per day I'm saving not doing housework and enrich my life instead!

Thank you again for coming to USAA and helping each of us find a little breathing space of our own.

Respectfully,



Bonnie A. Westley

Cc: Lloyd D. Miller, Program Manager, Whistle Stop Training