

Sept 2, 2011

Our thoughts on working with Val Monk

The Alberta Business Family Institute (ABFI) and our Creating Pathways Rural Project have been extremely fortunate to have had Val Monk regularly present and facilitate at many of our events and programs. As ABFI exists to ensure that business families continue to be key drivers in our economy, we can always count on Val and her experience from working with business families across North America to be a valuable resource in assisting us with our work.

Val's warmth and compassion is balanced with her professional boundaries and understanding that business families have concerns for their loved ones and also have a bottom line for keeping their businesses strong and profitable as well.

We are confident knowing we can count on Val to customize presentations to a variety of audiences including trusted advisors and family business owners. In the past she assisted us by offering our own facilitators an insight course on 'Family Systems'. She is now working on a 2 day 'Facilitation Workshop' for an association of Alberta professionals who called our office seeking some guidance to work the LEAN process and efficiencies regarding issues within their organization.

Her versatility has allowed her to represent our Institute at a Women's Convention to over 450 women on the subject of how birth order can affect how we relate to others in our families as well as our business lives. Some of the comments included the following: "Val was good at keeping our attention and her presentation very informative." "This was fun, interesting, and interactive." "We had 5 family members at our table – made for very interesting discussions." "Very upbeat." "Controversial subject but made us think outside the box." "Loved the topic." "Fascinating Theory – explained a lot!"

This same flexibility was evident when Val customized a presentation to the Canadian Tourism Human Resource Council on "Dealing with the Stress of Succession Planning". As always her audience was attentive and engaged throughout her presentation.

We are thankful knowing Val has the expertise and experience in working with both our large and small family businesses. Her energy, combined with her passion for finding solutions and giving sound guidance, has been one of the many reasons the Alberta Business Family Institute can offer valuable resources to our clients.

Our Road Map programs, licensed through the Business Family Foundation, are designed to assist business families (including at least 2 generations) broaden

their communicating skills and reach understanding for each other's dreams and goals. These skills are essential to maintaining the viability of their business and the heart of the family. The evaluations for these programs indicate how Val's approach and understanding is very much appreciated by our families: "Val is very gentle and takes care not to offend." "She is very intuitive in listening and responding to participants." "Thank you Val for listening so well. You were so helpful and absolutely necessary for all the progress that was made this weekend." "Val was courteous, approachable, (and I) felt like she connected personally with family members." "I appreciated your patience and flexibility with our family."

Sincerely,

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