

Subject: Testimonial
Date: Mon, 22 Sep
From: "Steve Sawyer"
To: "Eve Abbott (E-mail)" <Eve@ABrainNewWaytoWork.com>

To Whom It May Concern:

In addition to being the top sales producer for the company, I also have board responsibilities. I knew I was creating more work for myself than was necessary because of not having a systematic approach for dealing with the huge amount of time-critical information that arrives daily in the form of paper, files, reading materials and e-mail.

While my natural focus and energy was directed toward solving client problems and business development, the physical chaos in my office would spin further out of control the faster I was running. The disorganization in my office sometimes became a distraction and kept me from focusing on issues at hand.

Eve Abbott's organizational overhaul was truly what I called "a cathartic experience. " I have eliminated much of the clutter and disorganization that naturally seemed to follow in my wake along with the frustration of not knowing where things were and the distractions that created. Now that we've overcome the creeping chaos, my mental clarity lasts longer and I've reduced my sense of information overload.

My new system helps to assure that my focus stays on my action items. Since I need visual cues as reminders, Eve visually customized my office so I could see everything (and still have room to work!). Her filing system alone was a great relief to me and eliminated a previous "system" which was inefficient and frustrating.

Our 'office blitz' has trimmed hours of work each month to allow me to focus more effectively on business development. Frankly, my new level of organization has eliminated some significant frustration in my job, which has served to make it more satisfying.

For me, my performance tune-up wasn't about increasing my income, although that might be a natural byproduct. It was about eliminating frustration, being more productive and adding back some margin in my life. In the end, I was personally more motivated by eliminating tension and being more relaxed with my family.

While my motives for working with Eve may be different than yours, I believe anyone can benefit from her experience and advice in making your everyday work life easier and more satisfying.

Steve Sawyer
Executive Vice President Sales
Woodruff-Sawyer & Co.

BusinessTIMES

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To whom it may concern:

More than a year ago, I decided to publish Eve Abbot's Brain New Ways to Work column in the East Bay Business Times as a service to readers. Our readers, like every business owner, executive and professional that I have encountered, have more work than time. That's where Eve's column comes in. Her straightforward, creative advice on how to arrange everything from a desk to a desktop computer helps to give our readers an edge in their constant quest for efficiency. What I didn't know at the time is that Eve's guidance would prove so directly useful to me.

Eve offered to demonstrate her successful techniques to help me rearrange my workspace. I am very glad I accepted her generous offer.

I was by no means the most disorganized of managers in terms of my workspace. But I certainly had no claim to ranking among the best organized either. Eve's approach was straightforward: assess my level of organization, the workflow and priorities of my job and take steps to arrange my workspace and its contents to allow me to do my job more effectively as well as more efficiently.

The first step in Eve's consulting services unmistakably distinguishes her in the crowded field of organization experts. Eve starts with the brain -yours. Through a series of assessments, Eve discerns how each client thinks and works.

Next, she takes the time needed to understand the unique characteristics of each client's products, operations and culture. Only then does she begin plotting organizational improvements to the workspace. The improvements range from reducing clutter "Do you really need that many pens?" To enabling her clients to focus on strategic priorities.

In my case, Eve correctly noted that my recruiting files needed to be closer at hand because of the increasing need to find and hire people from a broader array of sources. Eve's best practices also covered electronic information, including e-mail. Throughout, Eve's good-natured insistence that improvements be instituted without delay ensured that the changes were implemented.

Many 'organizers' can help you clean your desk. Eve understands that organization itself is not the end goal. Rather, her approach and expertise gave me the ability to better understand my work style and priorities and to get more things done in less time. I can't think of a better definition of performance than that. As a result, my work life is more productive and more satisfying.

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To Whom It May Concern:

As Executive Vice President and Principal of a commercial real estate investment firm, I am accustomed to massive amounts of documentation associated with every project. My office had gotten to the point where it seemed that every piece of paper went across my desk both before and after it had been dealt with by the appropriate person. At least that was the way I felt before calling in the Organizer Extraordinaire.

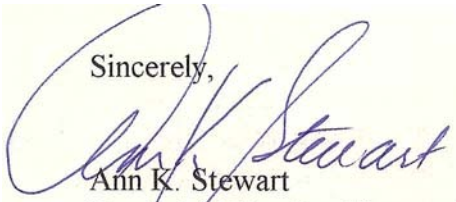
When Eve Abbott promises a hands-on consultation, she delivers! She did it all -- from using the office tool kit to reconfiguring my credenza into a useful extension of my work area, to recommending and providing efficient desktop accessories. Three megasorters later, I have a systematic way to maintain a wide variety of documents. Now, I have full use of my desk for current projects while keeping other information at my fingertips. When I let things get out of control I have any easy way to get a grip once again.

Our strategy sessions ranged from developing my individual action categories to recommendations for cost-effectively streamlining and the "remodeling" of our main project filing system. In each case, the approach was to create useful work areas and simple systems that would continue to help us stay organized.

It was invaluable to have a fresh viewpoint on my work flow. Sometimes the sheer volume of what I process keeps me from evaluating the most effective way to deal with it -- the first time. The cost of being ineffective is more than reduced profit margin and wasted time. One of the real benefits of working with Eve was relief from the frustration and stress of not being able to work as well as I knew I could.

Feel free to call me at (415) 461-3890 if you have any questions about working with a personal organization consultant. Or, boost your own productivity and peace of mind by calling the Organizer Extraordinaire. I did take some office ribbing about having someone come in to help, but I have noticed a number of the systems she developed for me showing up around other executive offices. My associates also appreciate being able to locate documents in my office without-my help or when I am traveling.

Sincerely,



Ann K. Stewart
Executive Vice President and Principal