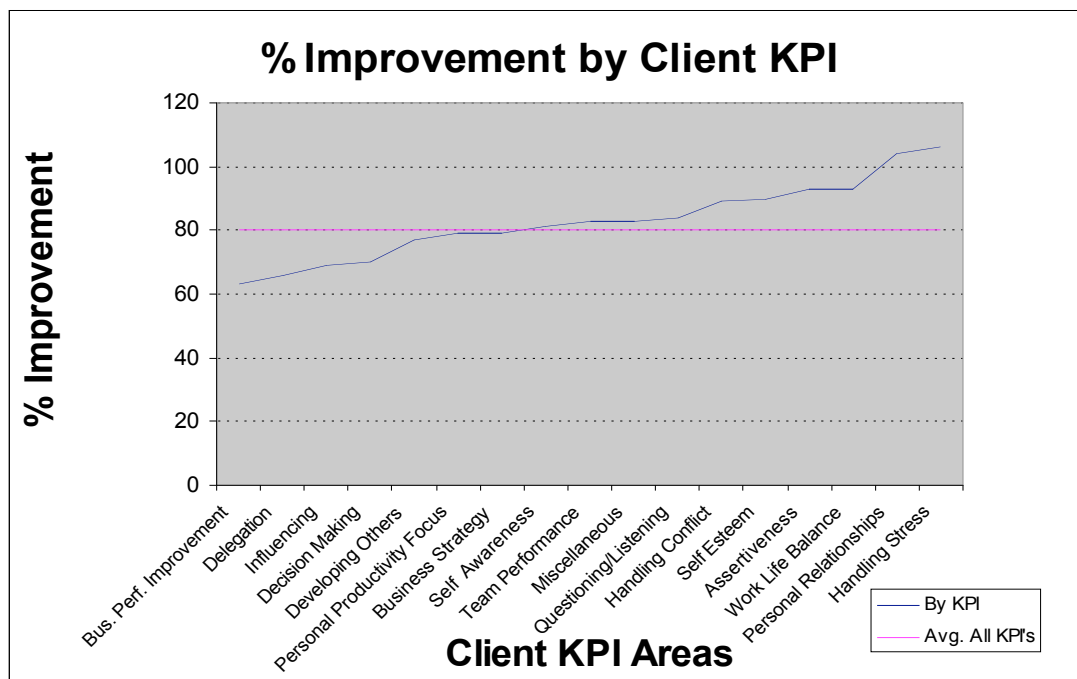


KPI Study Results

80% IMPROVEMENT IN EXECUTIVE CAPABILITIES AND BUSINESS PERFORMANCE OVER 10 YEARS

Hewsons Executive Coaching Client Results – A 10 year Independent Study

- **80.4% Increase in Executive Capabilities and Business Performance** – Clients who participated in Hewsons Executive Coaching programs within the last 10 year period averaged an 80.4% improvement in their executive capabilities and business performance.
- **100% of Hewsons Executive Clients Improved** – All Hewsons Clients improved as measured against their specific KPI's.
- **106% - 63% Improvement** – Hewsons Executive Coaching Clients reported the maximum improvement of 106% in 'Handling stress', and a minimum 63% improvement in 'Business performance' – see graph below.
- **All Hewsons Executive Coaches were equally effective** – There was no difference in the results Clients achieved with any Hewsons Coach. This is further evidence of Hewsons' high standard of executive coaching and methodology.



Study conducted July 2004 by Dr Guy Curtis, Associate Lecturer, School of Psychology, University of Western Sydney,

Powerful people – Outstanding results

About the KPI Study:

KPI data was drawn from 140 Hewsons clients, participating in the executive coaching program of 13, two hour sessions (typically 3 to 5 months) over the last ten years.

The KPI data was then analysed by Dr Guy Curtis, Associate Lecturer, University of Western Sydney, School of Psychology, according to the agreed research hypotheses and testing for statistical significance where applicable.

Clients involved in the study included: P&O Nedlloyd, IPAC, IAG, Caltex, Halliburton KBR, BT and Sydney Harbour Foreshore Authority.

The seventeen Key Performance Indicators, were:

Assertiveness	Personal Productivity
Business Performance Improvement	Personal Relationship
Business Strategy	Questioning/Listening
Decision Making	Self Awareness
Delegation	Self Esteem
Developing Others	Team Performance
Handling Conflict	Work Life Balance
Handling Stress	
Influencing	
Miscellaneous	