



To Whom It May Concern

October 2013

## **Reference IA Innovation**

Leadership Communication in an international corporation is quite a challenge, especially when it comes to global leadership team meetings.

In order to ensure a fruitful, intense and interactive, dialog-oriented meeting with participants from different cultures and with a wide variety of professional backgrounds Zeiss has been looking for partners – for partners which are capable to co-develop and conduct a state-of-the-art program that meets both the company's objectives and the participants' expectations.

With IA Innovation and Robert Melley and his team we have found a partner for leadership communication which provide us with ideas and programs that even exceed our expectations.

In 2012 they supported us at the Zeiss Strategy Summit which was hold at Harvard Business School – with more than 100 top executives from all Zeiss entities participating in a full-day program on leadership and communication.

In 2013 we were happy that they joined our Vision Care Business Group Leadership Summit in Frankfort, also with more than 100 executives in attendance, and provided the leadership team with a customized, entertaining and very instructing program that addressed the main challenges of our business.

The days with IA Innovation have made lasting impressions and the general feedback from the vast majority of participants is that they learned something sustainable for their work and their own professional development.

We are deeply convinced that the way IA Innovation has defined to take leadership communication to the next level is unique in its approach and in its sustainable outcome for participants and company.

We look forward to continuing our co-operation with IA Innovation. If I can be of any further assistance, or provide you with any further information, please do not hesitate to contact me.

Yours Sincerely,

A handwritten signature in black ink that reads "Joachim Kuss". The signature is written in a cursive, flowing style.

Joachim Kuss

ZEISS

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