

TO WHOM IT MAY CONCERN

Dear Sir/Madam.

This is in reference to Wayne Prevett whom I have been privileged to know and work with for over five years.

Wayne is such an effective communicator blessed with exceptional skills of both listening and speaking that I would describe him as one of the most charismatic and impactful leader/presenters I have met during my 42 years of professional life.

As a full professor (retired) teaching Management Communications at the prestigious Richard Ivey Business School and having chaired the Psychology Department within The Ontario Institute for Studies in Education [University of Toronto] where I taught Communications for 35 years, I have been exposed to large numbers of world-class communicators. Wayne is within the top 3% of the world's best communicators.

What separates him from the masses and propels him to a class of his own, comes down to his truly exceptional empathy, and compassionate understanding of people [especially when they are under stress]. This enables him brilliantly to choose language and non-verbal behaviours ideally suited to creating exceptional trust levels and credibility. I have witnessed him deliver funeral services and also wedding celebrations which are models of pedagogy as well as examples of outstanding eloquence and appropriate mood-setting.

As a source of comfort and peaceful assurance, Wayne is a model from whom all funeral ministers could learn.

My research and teaching has a heavy emphasis upon counselling and presenting effectively. Specific behaviours that Wayne has mastered include excellent eye-contact, most appropriate and professional use of touch, as well as an exceptional sensitivity around proxemics. It is however, his skilful use of analogy, and easily understood imagery, that is truly exemplary.

I would encourage you to ask for more details if desired. Kindly call [519.850.2557](tel:519.850.2557) or contact me at dshackel@ivey.ca

Dr. Denis Shackel Ph.D.