



## Testimonials – Business & Steve Krummeck



12 September 2016

### RE: Testimonial Steve Krummeck

CAVI Brands engaged with Steve Krummeck as a Leadership Coach as part of our Leadership Program in 2016. He coached 17 candidates from different levels and different companies from January 2016 to date.

Steve is very passionate about what he does. With a clear brief up front and a collective agreement on the outcome he runs independently and is self-managed. He is very organised and structured in his approach. He is highly centred on feedback and thus you can easily proof return on investment. His processes are very thorough and he involves all key stakeholders to allow holistic change and growth for individuals being coached.

If he has a report / connection with a team member he is highly effective and we have seen massive positive shifts / change in this regard. He can easily converse at all levels from junior management to executive level.

He is excellent at honouring confidentiality while still managing expectations of both the organisation and the team member. He manages this balance very delicately and very well.

Steve has a thorough knowledge of his field and has built up great tools such as reading material and video clips to help aid the coaching process.

This was our companies' first introduction to coaching and it is something we will continue with having seen the benefit.

If you have any questions, feel free to contact me directly.

Marzanne van der Colf  
Group Talent Executive CAVI Brands  
[mvlc@cavi.co.za](mailto:mvlc@cavi.co.za)

# THE PRESTIGE COSMETICS GROUP

(PTY) LTD.

6 September 2016

**REFERENCE: Steve Krummeck**

To whom it may concern,

My journey with Steve started in February 2016 and although I didn't initially buy into the idea of meeting with a coach, my life has been changed dramatically. Being fairly mature we connected immediately which assisted in gaining my trust and respect.

Whilst the power of a life coach can be played down, it should never be underestimated.

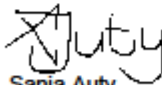
I viewed our session's initially as additional work with extra administrative duties but once I saw the bigger picture, and realized the value of these sessions, and it became clear that everyone needs some guidance. Irrespective of position or culture or race – getting guidance from a skilled coach can only assist and improve not only your career but also your personal life.

My eyes were opened after a very short month of coaching sessions and since then it has been a revelation. Steve's style of coaching allows an individual to explore facets of your life that will enable you to better communicate, improve leadership skills, lead high performance teams and overall think more strategically. My overall effectiveness improved because of this process and ideally one will be able to deal with stress more effectively. Although not all the changes happen overnight it is a journey of self-discovery and one realizes the importance of being patient in order to gradually incorporate all learnings in your daily doings.

Whilst all of the above is very encouraging and positive, Steve also touched on some more difficult areas. As individuals we are inclined to avoid difficult topics and shy away from addressing areas of our lives that possibly lack certain skills or even awareness. By allowing individuals the opportunity to explore difficulties and obstacles, one can then address the hardships thereof and in turn develop your self-awareness.

What a privilege it has been to have a person with such insight and knowledge as a mentor and coach.

Kind regards,



Sanja Auty  
Retail Development Manager - Chanel

CAPE TOWN HEAD OFFICE: PO Box 13070, Mowbray, 7705, South Africa. Tel: +27 (0)21 442-7720. Fax: +27 (0)26 597-2831  
JOHANNESBURG OFFICE: PO Box 41404, Craighall Park, 2024, South Africa. Tel: +27 (0)11 325-1 000. Fax: +27 (0)85 559-5977  
DURBAN OFFICE: Suite 1A, 2 Derby Place, Derby Downs Office Park, University Road, Westville, Durban, 3629. Tel: +27 (0)31 266-8157  
Fax: +27 (0)85 507 4058

Directors: Michael van Hepe, Bruce McIntosh, Maria Lambros, Hercules Greyling  
Reg No 2010/005685/07

Swagelok

INCANOX (PTY) LTD T/A  
JOHANNESBURG VALVE & FITTING CO.

**SABS**  
I S O 9 0 0 1

Reg No: 2019/00166/07  
VAT No: 432286002  
JOHANNESBURG  
P.O. Box 2012, Edenvalle, 1610  
Unit #1, Westlake Park, 35 Avalon Road  
Westlake, Modderfontein, Gauteng, 1945

+27 (0)11 608-7925/67  
+27 (0)11 452-8529 fax

EASTERN & WESTERN CAPE  
P.O. Box 37273, Champet, 7442  
A 19 Sanlam Business Park  
Koeberg Road, Milnerton, 7441

+27 (0)21 561-2048/0  
+27 (0)21 561-2069 fax

KWAZULU NATAL  
P.O. Box 201775, Durban North, 4016  
Unit 7B, 1st Floor, Corporate Park  
11 Sinembe Crescent, Sinembe Office Park  
La Lucia Ridge, Umhlanga, South Africa, 4010

+27 (0)31 566 5399 / 24  
+27 (0)31 568-3328 fax

Email: southernafrica@swagelok.com

September 2016

To Whom it may concern

Steve Krummeck has been associated with my company for approximately 4 years and in this time he has become an integral part of the company with the coaching service he provides.

During this time he has worked with 11 of our key associates individually on a personal development journey. For most of our associates this was a new journey and he has helped them develop personal development plans. Their progress and success has been instrumental in helping the company move towards peak performance.

Steve has also been involved in group coaching sessions for our customer service and external sales teams. In addition he has held peak performance group coaching for the entire company.

Steve is very conscientious and always holds the individual responsible for delivery of their personal development objectives. His focus is always to ensure that these objectives are aligned strategically to the company's objectives.

Overall, I would recommend Steve for consideration on your companies coaching journey. I know from my personal experience he will apply himself to add value for the individual associate and for the company.

Yours sincerely



Bill Peet



**TESTIMONIAL: Steve Krummick**

**7 September 2016**

To whom it may concern

My coaching journey with Steve started in February 2016 as one of a select few CAVI employees that were chosen to take part in the CAVI leadership program for 2016. The addition of Steve's coaching sessions was a new add-on to the program and in my opinion one of the best decisions CAVI made to evolve and grow the effectiveness of the program.

When I started my journey with Steve my self-awareness, EQ, ability to plan strategically, interpersonal skills, stress management and leadership qualities were all extremely underdeveloped.

With Steve's incredible knowledge, impeccable listening skills and his natural intuition to guide my learnings, we were able to identify areas of opportunity which we worked on twice monthly and since then I have improved and grown dramatically within myself as well as in my work.

I feel extremely privileged that I had the opportunity to go on this journey with Steve and would highly recommend his expertise for anyone that would like to delve deeper into personal growth and leadership.

Kind regards

Lika Bakkes  
Group Brand Consultant – Cape Town  
Dermalogica

---

## **August 2016**

Dear reader

Starting my coaching journey was one met with trepidation to a certain extent as I was at a very low point in my career. Coaching, in my mind at least, felt like I was not good enough at something I have been doing for years.

My first coaching session with Steve was a very emotional one for me but I soon found out that coaching with Steve would be one of the most valuable experiences I have had thus far.

Every coachee learns something different from a coach dependant on their own development process. In my case, I found that I had a bouncing board that met me half way with practical advice and tools that I used with great success.

Steve has the ability to adapt based on the coachee and the environment and deals with coachee's in a professional yet comforting manner which I believe is a difficult balance to maintain. Steve became the "man in my corner" when I needed it most.

The consistent communication, action plans and drive to have me succeed has elevated my confidence levels and gave me the much needed structure to rise above situations I felt was unsalvageable to some extent.

Steve's number will always be close by!

**Diana van Sittert – National Education Manager, Dermalogica South Africa**

---

## **PERSONAL COACHING JOURNEY WITH STEVE KRUMMECK – Jaco van Jaarsveldt, Strategic Assignments Executive, Edcon 7 September 2015**

To whom it may concern

I started my coaching journey with Steve Krummeck in November 2014 as one of a select number of Edcon Group Executives to be allocated individual coaches in order to further develop as potential future leaders in the organisation.

My journey with Steve has been one of self-discovery which, whilst not always a pleasant personal experience, has helped me identify critical shortcomings in my leadership and management skills which, with Steve's expert coaching over the past 10 months has resulted in me developing not only as a manager but more importantly as a person.

Steve's professional yet accommodating approach allowed for us to immediately 'connect' as individuals which made the entire process one of exciting self-discovery. After identifying areas of development we spent time understanding the reasons and developed practically implementable action plans to improve on each. Progress was assessed monthly through practical examples showing whether I was improving and discussed in detail, with Steve continuously challenging me to go further and beyond my comfort zone, with me constantly learning and developing along the way.

Equally exciting was Steve's ability to identify my strengths and even taking these to the next level with similar practical challenges. Never did I realise that a perceived strength could become a potential weakness in a situation that is outside of one's comfort zone. Steve's experience and wisdom always helped turn difficult and challenging experiences into learning and development opportunities which has undoubtedly helped me develop into a more rounded manager and individual.

The opportunity to further develop as a person in partnership with Steve is one I will always look back on with fond memories and sincere gratitude.

---

### **Testimonial - The Wright Coaching – Steve Krummeck (7 August 2014)**

To whom it may concern,

Steve Krummeck has been involved with our business since August 2011 and continues to develop our leadership team through the coaching program. In addition, we have utilised Steve's expertise as a facilitator of our strategy building sessions and his abundance of knowledge on talent management from a coaching perspective.

We have also embarked on a program of group coaching for our Customer Service and External Sales teams where Steve is coaching for peak performance with the groups. The feedback from the teams has been overwhelmingly positive. The results of the coaching are also being seen in the team dynamics and cohesion.

The coaching journey with Steve has changed attitudes, perceptions and accelerated the development of all of our Associates. We have seen a huge impact on our business success that can be attributed to the coaching that Steve provides.

From a personal experience with Steve, I can certainly say that he has provided me with a framework for my own development and adds real value at every session. I look forward to our coaching sessions and his input into my journey.

Steve Krummeck is an integral part of our team. He is not a third party service provider but rather business partner and colleague within our team. I would be happy to provide further references to anyone who would require coaching services in their personal lives and business careers.

Yours faithfully,

Adrian Haddow  
Financial Director - Swagelok  
Tel: 011 609 7925 Email: [Adrian.haddow@johannesburg.swagelok.com](mailto:Adrian.haddow@johannesburg.swagelok.com)

-----  
31 July 2014

To whom it may concern:

I have been in the employ of Coca-Cola Canners for over 20 years. I have been in a senior management roll since February 1999. I have occupied various positions in the company (Production Manager, Unit Manager Process and Utilities, Processing Manager and my current role, Quality Assurance Manager). My Coaching Journey with Steve began late last year. The company previously dealt with Steve and the results that were achieved with senior managers at our other plant were so successful that they decided to introduce it to the Cape Town facility.

I was one of two managers who were identified to work with Steve. I was extremely excited for the opportunity. To be honest, not many people get this opportunity and I took it with both hands. From the very first meeting I felt comfortable with Steve. The initial exercise was to identify improvement areas and then to develop a Personal Development Plan (PDP) where my objectives

were set out in detail with realistic timelines. This process took me out of my comfort zone and forced me to refocus on the vital leadership aspects of my job.

Steve's style of coaching allows you as the Coachee to explore various options to challenges and then decide on the most appropriate solution/s. He is a very good listener and very knowledgeable on the topic of leadership. One thing I appreciate is that he challenges you and forces you to think differently.

A second part of my journey was to strengthen my relationship with my manager and colleagues. This part was invaluable because it improved the trust aspect among us and improved the communication lines tenfold. The learnings I took from this amazing journey I apply both in my professional and private life. Steve has contributed immensely to my personal development as a leader. I would recommend Steve to any person or organization as a personal coach.

Yours sincerely

**Keith Topley**  
**(Quality Assurance Manager – Coca-Cola Cannery of Southern Africa.)**

-----  
29 September 2013

To whom it may concern

I have been fortunate to have Steve as my executive coach for the past six months. Steve has been instrumental in the unlocking of many elements of my personal and business development. His balanced approach has lent structure to this journey, and I have gained so much perspective and insight into my own abilities through his coaching.

Steve's calm, mature and focused approach makes it so easy to learn from reflection on one's experiences. I felt very comfortable to share my views and opinions with Steve from day one. He challenges my thinking in such a way that I do not feel threatened or inferior. Every coaching session is a very positive experience, and I always look forward to our next session. In fact, I feel so invigorated and energised after each session, that I wish I could have one every week.

I am truly grateful to have Steve in my camp, as he has assisted me to have confidence to deal with the pressures and challenges associated with a corporate environment. He relates well to these challenges due to his own background and experience in similar environments, and this makes it very easy to "open up" to him.

I have benefited so much in a very short time, and know that the next six months will be as valuable.

Thank you for the direction you have given me so far Steve, it is greatly appreciated!

Regards

JP Human  
General Manager  
Telesure Group Services

-----  
**May 2012**

Dear Steve

I am writing to thank you for the coaching you have provided to both me and the Swagelok South Africa Management Team.

As you know the implementation of a Personal Development Programme can be challenging, particularly when this is a new initiative for those involved. We are now six months into the programme and all of the team have responded positively. This is undoubtedly down to you and your approach to coaching. I enclose comments from the Management Team:

**Bill Peet**

**Managing Director – Swagelok South Africa**



**Alan Aldum**

'Steve has a wonderful ability of being able to listen carefully and then answer with great wisdom. No question I asked, or answer I gave was considered irrelevant. He has made look at things differently taught me patience and has given me belief in myself and my judgement. I wish he had been here 25 years ago; it would have made a big difference in the way I did things. Thank you Bill for allowing me to be coached by this excellent Life Coach.'

**Ilana Prinsloo**

'After being informed by the MD of our company, that I had to meet with Steve, I was very sceptic. I couldn't understand why I had to be 'coached'. I was doing what was expected of me and reached my targets. I'm very set in my ways and never thought that anyone would be able to change the way I think by just talking to me and asking questions. During our sessions, Steven would ask questions I initially thought to be of no interest to me. But, to my surprise, these 'silly' questions got me thinking that there are different ways one could still get the job done. You don't have to act like a Sergeant Major. Take time to understand your colleagues. Learn their strengths and weaknesses. You might be surprised how similar you are. Steve's coaching has been of tremendous help to me, professionally and personally. He has changed my way of thinking and my approach towards my colleagues, friends and family. I'm stilling working on a few things and it will take time. But through Steve's coaching and his continued support, I will get there sooner than anyone thinks possible.'

**Stuart Harvey – Sales Director**

'I would just like to extend my thanks and appreciation for the work you have done with me in terms of my coaching. It has been one of the most challenging but most rewarding development activities I have ever undertaken. Your coaching and guidance through this journey have benefitted me tremendously, and on so many levels, not only in a work environment but also personally. The development areas that we have worked on have helped me in dealing with day to day challenges, and have helped me in my Sales management role and my coaching activities with my colleagues.

This journey has been life changing and I would certainly recommend it to anyone wanting to improve themselves, it has not only left me feeling motivated and inspired, but confident that I can tackle any challenge that comes my way, Thank you Steve!'

**John Deysel**

"As part of my Personal Development Programme with Steve, I acquired a copy of his book 'The Game of Life & Success – Steps to Self Mastery and Happiness'. The information and exercises in the book was a huge help in my personal development. I especially enjoyed working with the Wheel of Life exercise. This helped me tremendously in finding better balance in my life. Steve put me on the path of re-discovering myself, making peace with the past, determining specific objectives for my personal development and planning ahead for a brighter future. The sessions and exercises with Steve accounts a lot towards my personal development. In my case, Steve and The (W)Right Coaching cc. lived up to the promise of "bringing about a degree of self mastery with their clients, as well as bringing about high performance individuals.." Furthermore, the programme taught me to be more focussed, my performance levels have increased and my life is truly better balanced."

**Adrian Haddow – Financial Director**

The development programme was a reasonable investment for the company. I know that the investment will have a significant payback for us. We would not be able to take the company forwards in terms of our strategic plan without the development of the Management Team.

As you can see great progress has already been made – life changing personal developments are already in progress!

Huge thanks for your professional approach!

---

28 February 2012  
To whom it may concern

I worked with Steve as part of an executive coaching program implemented by my employer. Over the period of a year during which Steve was my executive coach, I gained significant knowledge and the ability to further advance myself and my career.

Steve has a wealth of experience and is very knowledgeable in the field of personal development and leadership. He is honest, forthright and gets to the point quickly. His passion, experience and lateral thinking make the sessions very valuable. Steve taught me to challenge and think differently about personal development which allowed me to make changes and get real results.

I have personally benefitted tremendously from having Steve as my coach and would not hesitate to recommend him to any company or individual.

Many thanks Steve

**Nic Swingler**  
**Chief Operating Officer**  
**Absa Capital**

---

18 February 2011  
To whom it may concern

When my employer informed me in March 2010 that I have been nominated to attend a coaching program with an external coach I had my reservations about it. That was at a time when I was not very positive about the situation I found myself in at work and I was contemplating my future at the company. The question that came to my mind was how this coach would be able to assist me in my development as a person and in my career aspirations.

After the introduction session on the program and when we received the profiles of the coaches I decided on Steve Krummeck to be my coach.

My first session with Steve was in April 2010 and I immediately felt comfortable confiding in him. His objectivity and frankness was something that changed my views on how to deal with my circumstances. He taught me the importance of self-mastering and how to explore my full potential. Steve made me realize that I can achieve everything in life, be it in my career or personally, as long as I know what I want to achieve and have a plan on how to achieve it.

What I learned from Steve during this program is invaluable and I will always apply it in whatever situation I will face in the future.

I would like to thank Steve for the positive direction that his coaching steered me towards and I will make sure that I stay in touch with him.

**Tony Lottering**  
**Assistant Vice President | Manager: Exchange Control | Operations and Technology | Citibank South Africa**

**Kenneth Lai Way**

---



*Coca-Cola Canners of Southern Africa (Pty) Ltd*

15 April 2010

Dear Sir/Madam

Steve Wright Krummeck

I am one of two senior managers, nominated by my Plant Manager to partake in a Plant Manager Succession program. The program is to learn the various functional business units across the entire operation and develop my leadership abilities in managing such a business. Part of the process was to select the correct executive coach in guiding and developing our thoughts, actions and growth, Together with the Plant Manager, my mentor we interviewed numerous executive coaches and selected Steve Krummeck.

Steve Krummeck became my executive coach for the period of November 2008 to December 2009. The program was intense with monthly scheduled meetings, however Steve ensured that I enjoyed the learning process with open, direct and honest communication. Usually I entered each session with many leadership issues; however Steve has this amazing quality of transforming each issue to something that is manageable and positive. He has the ability to unbundle any issue little by little, bit by bit in order for me to understand how this led to my own self improvement. After each session, I assure you that my self confidence raised a level higher and I felt invigorated. "You are what you believe" and Steve ensured that I believed in myself and trusted my actions and decisions when leading the business in the absence of the Plant Manager.

Steve is well experienced, well read and extremely knowledgeable in the field of personal development and leadership. A great coach, who drives lateral thinking in analyzing one's motive and thoughts, when faced with a particular leadership situation. As a result I know that my emotional intelligence as a leader has improved significantly. Jim Rohn said "The greatest value in life is not what you get but what you become" and I can say that Steve contributed enormously to my personal development and leadership skills.

Thank you Steve, you made a DIFFERENCE

Yours sincerely,

Kenneth Lai Way  
Manufacturing Accountant  
Coca-Cola Canners of South Africa – Wadeville Plant

Classified - Internal use

Coca-Cola Canners Of SA (Pty) Ltd  
Company Reg No 1959/004077/07

96 Mullet Rd Wadeville Ext 2 1407  
P O Box 14663, Wadeville 1422, South Africa

Tel. +27-11-323 1500  
Fax +27-11-827 2570

Directors: M W Z Kunene, W E A Egbe (Cameroon), C I Engelbrecht, J M Guarino (Alternate U.S.A.), W Leonhardt,  
S Mboya, A S McLeod, B McPhail (Alternate), M Mouyeme, N E Pillay, P M Roux

*"The Company for Customers"*

---



## **TESTIMONIAL FOR STEVE KRUMMECK**

16 April 2010

### **To whom it may concern**

We engaged in a relationship with Steve in the latter half of 2009, after we had identified a critical need for the development of skills within 3 directors of the business. This lack of skills was threatening the existence of the business.

Our experience has been that Steve has managed this very sensitive and difficult process with extreme professionalism. He was quick to accurately grasp the core problems within the team and the various individuals. He has worked methodically from the beginning, analyzing the needs, co-coordinating assessments where required, and then very quickly getting down to work with us. We believe that we are still in the "early days" stage, but have already experienced profound improvements. An intensive effort with our Operations Director has yielded impressive results, and we are now fortunate to have someone who has a basket of enhancements added to his existing passion for the business and its success. We have received guidance as a group of directors and shareholders, and are operating as a much more cohesive and effective unit, understanding the real impact of our role and responsibilities a lot better. Through the process other individuals and needs have been identified, which with Steve's guidance will further enhance the business. We have come to learn that this is not a destiny, but rather a journey and we sense that our relationship with Steve will last a long time.

Steve's approach is very forthright, with brutal honesty being the foundation of the relationship. Having said that, he is acutely aware of the sensitivity's involved, and has a gentle approach to the embarrassing realities we have had to face in order to move forward. He is also very aware of the expenses involved in the process, and at no stage have we felt that he has taken financial advantage of us.

We have had no experience of any other person in this field, but feel very comfortable with the choice we have made. Our only regret is that we waited so long, had we done this and released our business 10 years ago, who knows where our business would be today.

Please feel free to contact me should you wish to discuss anything further.

Yours Sincerely  
**Stewart Butler**  
**Managing Director**

Tel: 011 626 2726



# MASTERPACK

CREATIVE PACKAGING AND PRINT

15 April 2010

To Whom it May Concern

**Steve Wright Krummeck - The (W)Right Coaching CC**

Steve Krummeck was tasked by our Company in December 2009 to improve the Executive Leadership skills through assessment, coaching and feedback to the management team both on a one on one and team basis. To date we are not only on track with our goals for this project but have enjoyed benefits over and above the original brief.

Steve's approach has been well received by even the most challenging of our management team members and the improvements being made are evident to all staff supported by these leaders. Some of the immediate results are better staff communication, improved meetings and a heightened awareness by management of their leadership role and impact on productivity.

Having worked with several other Human Resources interventions in the past in larger environments such as De Beers and Colgate Palmolive I recommend Steve as the most effective coach I have worked with to date and am confident that he will make a difference wherever it is needed. Should you require further clarification please do not hesitate to contact me.

Yours Faithfully

A handwritten signature in black ink, appearing to read 'Laura Cree', written in a cursive style.

**LAURA CREE**  
**HR MANAGER**

**Robert Reddy**

**Citibank**

**Senior Vice President, Regional Director, Sub Saharan Africa**

At first when I was informed about the coaching programme I must admit that I was very sceptical and thought that this would be a waste of time and effort. Having been briefed by Steve and after he had given the team an overview of the coaching directives and expectations, I decided to give it a shot.

The initial meetings made me realize and also discover that there was much that I could take away from the sessions.

Steve has a fantastic style of allowing the candidate to realise their own potential through allowing me to explore my own inhibitions, strengths' and challenges and how to leverage the negative aspects, turning them into strong points and this through self exploration whilst continuously coaxing me through.

Personally, I have benefitted tremendously and the results have been significantly noticeable through my interactions at work, socially and in my attitude and approach to any task, challenge or situation.

Steve's unique method of coaching has made a huge difference in my life and I unhesitatingly would recommend him to your business.

**The above testimonial was written on 16 April 2010**

---

**Jonathan Le Roux**

Steve was and is still regarded as a Fraud Prevention Expert within the Financial Services (and Banking Industry) Sector.

Amongst other things, Steve has the ability to operate from a Strategic, Operational and day-to-day level.

Many of Steve's initiatives / projects and have stood the test of time. This in itself is testimony to Steve remaining cutting edge when developing projects/initiatives aimed at enhancing the culture and support systems needed to embed an effective and holistic fraud resistance model for companies both large and small.

The question is often asked 'would you recommend or employ this person'. I rather state it another way, 'if you did not have Steve in your company, what would the impact be'.

To this I answer, 'it would be a significant impact that the company would not be exposed due to Steve's diverse experience, knowledge and strategic thinking Steve comes with additional expertise gained from being qualified as a Personal Coach from a leading institution in the Western Cape that will in essence 'drill down' to the many reasons why companies don't succeed – people and their definition of goals within their career and company.'

'I would not hesitate to recommend or employ Steve in my business. He brings many intangible things to the table that I believe cannot be measured by this reference. In fact, I urge you to do one thing, invite Steve for a cup of coffee and just talk to him. If you are not motivated, excited, pumped and juiced by Steve when he talks to you, then I question whether you are alive.'

'Steve's passion is contagious, he is an enabler, enhancer, motivator and connector that allows others to see the potential in themselves (firstly) and then in their ability to influence others (their peers, colleagues) and the company.'

'Steve will blow your mind. He has blown mine.'

Regards  
Jonathan Le Roux  
Head: Operational Risk  
Direct Axis (SA)

---

### **Sean Reuben**

"I met Steve Krummeck through a corporate program in which I had little choice but to participate. It was therefore with some scepticism that I approached my first session. I wondered what on earth we would talk about for 2 hours! Well, before I knew it the time was up! Steve has an amazing ability to listen attentively and probe gently but with great purpose into one's actions, thoughts, and philosophy of life. Not just work life, but the stuff that really matters. We engaged in intellectually stimulating discussions and debates, and shared ideas and hopes and dreams. His energy and enthusiasm is infectious, and he has an innate ability to inspire one to BE better. Not just want more, but to BE more.

A significant breakthrough in my work relationship is worthy of mention. I had a colleague who I detested, not to put too fine a point on it. Through my relationship (notice, not sessions, not interventions) with Steve, I was able to get over the barriers that were blocking an effective relationship with this colleague. The result? Well, my relationship with this colleague developed to such an extent that he recommended me to a head-hunter, who then placed me in a brilliant new role. It boggles my mind to think what I would have missed out on if I hadn't made that relationship breakthrough.

And Steve doesn't just deal with one's work life to the exclusion of personal matters. He believes in a holistic approach, which most significantly led to a better relationship with my wife. Steve helped me change the language of my life. Whilst I continue to strive to BE more, I always hold dear the discussions we had and the principles that we agreed upon.

I count my relationship with Steve as one of the key aspects of my personal development. You will too."

Best Regards,  
Sean Reuben

---

### **Chris Couchman**

To whom it may concern.  
Reference: Personal professional coach – Steve Krummeck

I have had the pleasure of being coached by Steve.

This has been a life changing experience for the better.

The initial phase was difficult for me, as the questions posed by Steve were uncomfortable at times, but they brought out a realisation that I have choices in life. I was too fixed in my focus on where I was going. Steve unlocked my thinking and changed all of this for the better. Steve also brought in compassion and we addressed deep personal domestic issues and life balance and how all of these factors play a part in my growth and development.

The process that Steve follows is that you lead the discussion and he helps navigate to a well thought through conclusion and a few focused goals and measurable objectives. Steve works from the strengths to identify areas of opportunity.

I am very relaxed in Steve's company as he is affable, a good listener, displays a lot of wisdom on his topic and can be forceful in getting a key message through. Steve has become a confidante. He has an easy going style which does not place you in a threatened frame of mind. I placed my full trust in Steve from as early as my second session and became fully transparent and relaxed in his company or picking up the phone to discuss concerns. I have never had trouble getting hold of Steve and his response time is excellent.

I have enjoyed the coaching journey with Steve; I have a vision and a personal plan with short term goals. The journey will continue from a solid base which this initial experience has given me.

I have attended development interventions and courses over the past 20 years with The Coca-Cola Company – this experience overshadows most of these combined.

I would strongly recommend Steve to anybody who is interested in appointing a personal professional coach. The decision to appoint a personal coach is not an easy one, but I would suggest that it is the best investment you can make in yourself this year.

Yours sincerely.

Chris Couchman.  
Sports Liaison Manager  
Coca-Cola South Africa (Pty) Ltd

644 0784  
082 495 3782

---

### **Tony Valentine**

At my very first session with Steve I was asked what I wanted to achieve or attain through the coaching sessions. My answer was that I wanted to discover the few things (Road Blocks if you like) that were holding me back from achieving the ultimate goals and successes that I am striving for in life.

I found Steve to be a good listener and we connected well from the beginning and I always looked forward to our meetings because the time flew by and I always left feeling enlightened, refreshed and hopeful about the future. What I appreciated most was that Steve helped me find my own answers, through questioning and discussion in a very non-threatening way.

The sessions with Steve positively impacted my life in 3 major areas:

1. We identified the negative words I was using for my self talk and my thinking about others. Changing this produced incredible results in a very short period of time.
2. We uncovered some of my 'Limited thinking' and changed this into 'Possibility thinking.'
3. We looked into my Core Values & Beliefs and addressed some deep seated issues from my past that literally felt like a weight had been lifted from me.

Steve has helped me believe that I am here on earth to make a difference and to positively impact the lives of others just as his coaching has impacted mine, and for this I'm eternally grateful.

The journey forward is mine to travel, but Steve has equipped me to approach my future more positively and from a position of strength. So was he the (W)right coach for me? I most certainly believe so.

Yours Faithfully  
Tony Valentine



---

**Ruby Evrard**

I recently attended a two day mentorship programme presented by Steve Krummeck in Johannesburg and in my opinion the programme was presented in an extremely professional manner yet at the same time, a relaxed and encouraging atmosphere was created allowing even for the most reticent attendee to participate.

Steve is very insightful, is acutely aware of the nuances in the group, has well developed listening skills and is extremely knowledgeable regarding whatever subject he is presenting.

A wonderful experience and Steve comes highly recommended as a presenter, speaker and coach.

Ruby Evrard.

---

**Malcolm Haefner**

Our meeting (Steve and Malcolm Haefner) was not by chance but rather by arrangement by my wife being the closest person on earth to me, getting tired of watching me in a self induced spiral of self destruction.

At the time I was a slave to self-fulfilment and haunted by a fear of personal failure, which kept me blinded from the other treasures that life has to offer.

After I accepted the fact that I needed some coaching and looking through your emails, I noticed on your letterhead the words "what you see is what you get", which is a captivating statement but with a hidden more personal message to all of us and hinted at in parenthesis in the same sentence "in your minds eye".

During the sessions that we shared these words became increasingly more meaningful in that I learned that we all have the power to change, we just have to choose to do it, visualize it and then get on with it.

Change is hard for all of us but a necessary part of life that we just need to positively put in our minds eye and it will be done. So often we get caught up in a spiral of self-actualization at the expense of everyone and everything around us, including ourselves.

I learned that when I admitted that I was not happy where I was and put in my minds eye what I wanted to change and where I wanted to be, half the battle was done and the rest was actually very easy to do.

I wish to thank you for "opening my minds eye" and for allowing me to attract the changes that I needed to get there.

We are all in control of our bodies, our intellect and ourselves so we have the power within to change what we are not happy with, as you say ..... it's just a choice.

Thank you once again.

Kind Regards  
Malcolm Haefner  
Bcompt (Hons);CA(SA)

---

**Mario Fazekas**

I have known Steve Krummeck for nearly 10 years, during which time we used to meet regularly on the conference circuit as he was in demand as a fraud prevention specialist at local and international conferences.

In June 2006 we hired Steve as a contractor to assist us in creating a leading practice fraud prevention plan. Under Steve's direction, the fraud prevention plan was substantially improved despite limited resources. Some of his most noteworthy contributions were the creation of a holistic fraud prevention and awareness strategy and the formulation of a total ethics management program.

Additionally, he supported the goals and principles of the organisation and was not averse to 'rolling up his sleeves' and getting involved at an operational level where we were short of resources, such as delivering fraud workshops nationally for one of our largest clients.

I have the highest respect for him, both personally and professionally and he is highly self-disciplined and dedicated to his work. He is a unique blend of natural ability, directness, common sense, congeniality, and sincerity. He is completely loyal and trustworthy. He smiles readily and interacts effectively at all levels.

In my opinion Steve has advised and represented us well, and I can recommend him to you wholeheartedly.

Yours truly,  
Mario Fazekas

---

## **Quentin van Rheede**

Dear Steve

I thought I would drop a quick note to you, considering that some time has passed since I attended the coaching sessions with you through the Old Mutual coaching initiative.

As I explained during our first (somewhat painful) session, I was somewhat sceptical of the concept of coaching for personal success, as I had some difficulty believing that coaching could work in this sphere at an individual level – American evangelisation of the concept helped reinforce my scepticism! I am happy to say that I was completely wrong – my only regret being that I could not spend more time and further sessions with you!

The coaching was extremely revealing – for me the biggest benefit was in verbalising what I knew (whether consciously or sub-consciously) – I found that this process exposed what I probably knew all along, and the journey of discovery I went through, using the techniques you showed me, generated changes in my approaches in my professional and private life.

Professionally, I am much more confident and assertive and have been given additional clients and staff to look after. I spend more time with my family, have more open discussions and feel less guilt when I have to take a tough stand! These were all real problems I was working through before the coaching sessions, and the coaching gave me the tools and determination to address them head-on. I am still not there – I realise that becoming the sort of person I would like to be is going to be a life-long journey and battle, but I am comfortable in my own skin!

I would have no hesitation in recommending you to anyone. Your approach worked very well for me as you allowed me to explore some of the most difficult personal areas while providing guidance and the tools to manage the areas I wanted to explore – while pushing me further without alienating me or making me feel that you were intruding.

All the best for the future and I am sure you will be successful in your future endeavours.

Yours faithfully

Quentin

**Quentin van Rheede**  
Senior Account Executive  
Old Mutual Corporate  
(011) 217-1139  
082 465 9638

## **Testimonials – Non Business Related**

Hi Steve,

We would just like to thank you for all the advice and guidance you gave to Brent and I before our wedding, we have already worked through so many issues and we really appreciate it.

What your course taught us to do is communicate and deal with our problems like adults, we now rationalise before we get into heated arguments and through your questionnaire we also learnt many communication and listening skills that each of us find effective.

I recommend your course to anyone who wants to connect with their partner, learn more about each other and work through any hidden issues you may have before tying the knot, it is lots of fun and you will be so surprised how your partner view certain issues (when answering the very intense questionnaire)

This course is vital to your marriage as it puts you both on the same page and irons out any differences before embarking on your life together.

Brent and I would recommend Steve anyday.

Thanks Steve, we had loads of fun, hope to see you soon,

Justine

### **Beth Hackland**

I confirm that I have had a number of coaching sessions with Steve in mid 2006. I was having difficulty with a particular type of personal problem, which he was able to talk through with me. Our sessions helped me alleviate and ease the situation such that I have a completely different and positive outlook, in contrast to my aspect at the beginning.

From the start, Steve was forthright about tackling my problem and encouraged me to look at it from many different perspectives. He asked many questions some of which were difficult to answer, and we would discuss things at length to help me to understand where I was going wrong. However, he would never dictate that my original way of thinking was wrong, but in discussion, I could come to understand that I was not handling things to the best advantage. From there, we would look at methods of treating various situations which I had previously found formidable, and was able to change my own mindset and to actually look forward to dealing with these self-same situations.

His style was relaxed and informal, which encouraged open and forthright debate. He is singularly suited to his profession, and I will wholeheartedly recommend his services.

Beth Hackland

### **Janette Kruger**

Hi Steve,

As a result of the coaching sessions with Steve, I am now more confident about myself, my abilities and what I believe I can achieve in life. I have learned to love myself, value my abilities and skills and to be positive and confident about the future. Through his highly motivated and inspirational facilitation, Steve

helped me on the road to become the maximum ME. If you need coaching to help you fulfil your dreams, you are at the right place!

Regards,  
Janette

### **Christiane Driver**

Herewith a few words to describe our coaching experience.

When I first contacted Steve in 2006 I felt my life was on a continuous downward spiral. I was extremely depressed and my relationship with my husband was failing. Our business was not doing well either. I was going for counseling but although it was helpful I felt something was missing.

I had read about Steve in a magazine during this time and he was offering a first consultation free. I had nothing to lose. I told my husband that I was going to make an appointment for us to see whether we could salvage things. Prior to going we had to fill in a questionnaire to describe how we saw ourselves and also what we expected to gain from coaching. This already allowed me to have a look at my life and myself in more detail.

At our first coaching session Steve listened to how both my husband and I saw the situation we were in. After one and a half hours of listening to us Steve said to us: "guys are you aware that all I have heard from both of you is me, me, me. We need to look at that and see how we can change that." That was very insightful and started us on the journey of discovering how we could approach our life, relationship and business differently.

Steve advised us on how long the coaching process would be and we saw Steve every 2 weeks after that for 2 - 3 months. He stated that he would guide us but he would be giving us homework and unless we were committed to doing the work we would probably not be successful. Steve also advised us on some very helpful and inspiring reading material that would help us with the process.

We walked away from that first session feeling inspired and hopeful and things improved immediately. Over the next few weeks I was able to deal with my depression and frustration more effectively and my husband and I started communicating better.

During the months we have had our ups and downs but more ups and our entire life has improved on all fronts. Depression is not something I experience any more and our relationship is one of togetherness, "we not me". Our business and finances are great and our family is a family again.

Coaching has allowed me to trust myself more and not respond to life with fear, to communicate my needs effectively and to listen to people and hear them.

I recommend coaching to everyone who feels that there is something missing in life or that feels a need for change.

Yours truly

Christiane Driver