



Dear Tyl

McKie Ford Lincoln would like to say "Thank You" for coming to our dealership to speak to our employees! All in attendance thoroughly enjoyed your presentation.

You spoke passionately about our individual roles as leaders. No matter what our perceptions are about our own roles in our company, you clearly reminded us how we all lead, whether we realize it or not. And through your clear message, we now know how to lead with more impact by making it all about others. Your stories were very powerful in helping us relate to the Platinum Rule, Investing in others, being interested instead of interesting, and trying to master pure influence through giving.

It is a pride point of ours to say we had one of the country's foremost public speakers not only right here in the beautiful Black Hills of South Dakota, but more importantly here at our dealership. Now every time we meet in that conference room, we can remember your words, the video clips, and the wish you had for us, to live up to our potential and make others' lives, and ours, rich and full with the help of your timely message!

Congrats on your success and come see us anytime soon!

Brad Deschamp

General Sales Manager

McKie Ford Lincoln, Rapid City, South Dakota

