

To Whom It May Concern,

RE: Christine Paquette and Bridge Dynamics Consulting

I have had the pleasure of knowing Christine Paquette for the last 10 years and have worked with her in her capacity as Principal for Bridge Dynamics on two occasions. First through a contract we provided her firm through the Manitoba Liquor and Lotteries Corporation to work as a motivational instructor and individual mentor with our administrative support team and on a separate occasion for a personal coaching session.

I was hired as CEO of the Manitoba Liquor and Lotteries Corporation (MBLL) to grow its capacity to raise revenue to support Manitoba's provincial budget while balancing this with the Corporation's need to adhere to high standards of social responsibility in relation to the products and services it markets and sells. The key to success for my mission was to develop new and creative ways to engage MBLL staff in order to build a culture that was profit driven and results oriented framed within a powerful commitment to social responsibility and ethical product management.

A key component to building this culture was to find ways to more deliberately recognize the important contribution of the corporation's administrative support team and position my executive secretary as a compassionate leader of this team.

I chose Bridge Dynamics to develop, deliver and evaluate a tool to engage MBLL administrative support staff because I knew they would do this by adhering to three important strategies that were most likely to realize success:

- Engage staff in the development of the tool to help ensure that it would resonate with their reality;
  - Frame the tool through the lens of the most up-to-date organizational development and corporate leadership literature and research;
- And,
- Deliver the tool through a variety of learning methods (group discussion, individual mentoring, written exercise, etc.) to help ensure that different learning styles would be accommodated.

Bridge Dynamics and Christine delivered on all fronts and were instrumental in reframing how MBLL engaged with its corporate administrative support staff. This provided a key foundational element that helped me introduce a more transparent, accountable and energized culture to the MBLL work place.

I highly recommend Bridge Dynamics to lead any project you may have that is related to strengthening work place culture, inspiring new leaders, helping you examine the core motivators that drive your business, and/or for individual mentoring of staff at all levels.

If you would like to discuss my experience with Bridge Dynamics please do not hesitate to reach out to me via e-mail at [john.stinson@gov.ab.ca](mailto:john.stinson@gov.ab.ca).

Sincerely,

A handwritten signature in black ink, appearing to be 'J. Stinson', with a long horizontal line extending to the right.

John Stinson  
Assistant Deputy Minister  
Disabilities, Inclusion and Accessibility Division  
Ministry of Community and Social Services  
Government of Alberta