



June 14th, 2006

The Hilton San Jose received a government grant for funding occupational training in our field of Hospitality. Recognizing the importance and value of this funding, we secured the services of Balance.point Strategic Services to help secure and maximize the impact of this training experience for our team members.

From the beginning, Balance.point has established their role as an extension of our Hilton Family. They have proven their ability to immerse themselves in our culture, and have taken pride in our success. Having Balance.point work with us from the inside-out, has allowed them to build on our existing foundation.

As a catalyst of our culture shift, Balance.point was able to envision our goals and apply their techniques in a customized fashion. By working backwards from our goals through our tactical objectives, we were able to recognize and understand the deeper issues that we will encounter along the way in advance. Basing their strategy on this design, Balance.point was able to:

- Align their expertise with our needs
- Integrate themselves as representatives of the Hilton San Jose
- Create customized curriculum and activities to reinforce our message
- Refine our 14 core service standards to 3 core values
- Customize our training campaign to reflect our core values
- Experience our service delivery first-hand by being involved in the entire process
- Analyze our internal mechanisms for service delivery
- Interview and obtain feedback from team members at all levels
- Address the concerning issues that are reflected in our performance metrics
- Maximize our potential to make change by focusing first on training the Leadership team
- Provide "Train the Trainer" workshops to extend the longevity of our training
- Develop team members on both professional and personal levels
- Work closely with the our funder to obtain VESL workshops for bilingual team members
- Follow-up on our progress and performance metrics ratings
- Execute the entire process in only a few months

Throughout this process, it has become evident that the combined talents and expertise of Balance.point creates the dynamic force that is necessary for any significant culture change. Balance.point exemplifies the qualities we strive for in our business, which include Pride, Insight and Energy.

Working closely with our Human Resources Director and Hotel Assistant Manager, Deb Moy and her team were able to assist the Hilton San Jose in; securing our funding, designing our program, delivering our message, rejuvenating our service delivery, improving our performance metrics ratings and most importantly, developing our team members on a personal level to maximize their potential.

The Hilton San Jose is proud to have a partnership and relationship with Balance.point Strategic Services. We look forward to achieving our mutual goals and sharing our success with everyone.

Sincerely,

A handwritten signature in black ink, appearing to read 'John Southwell'.

John Southwell
General Manager