



27th October 2004

To Whom It May Concern:

Hollard is the largest privately-owned insurance group in South Africa. Group activities span the financial services sector, but are focussed in the long- and short-term insurance sectors.

We have contracted Phaphama Initiatives to conduct Transfer of African Language courses with our organisation.

The language learning experience has had a powerful influence on the organisation culture in opening communications between members of staff from diverse backgrounds in terms of language, culture and positions in the organisation. It appears that the language learning was an effective vehicle for driving a broader interaction, and this continues to be the case, well after the specific interventions have ended.

The methodology of pairing language learners with mother tongue speakers within Hollard was especially effective, and has provided a strong foundation for ongoing language learning and (perhaps more importantly) communication. Some of our learners have forged very strong bonds with their language mentors, and this has had a very positive effect on motivation levels and general employee relations.

I have no hesitation in recommending their services to anyone seeking to improve their communication skills within the South African environment.

Yours faithfully,

Warwick Bloom
General Manager
Hollard Life Assurance Company

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