

NATIONAL OFFICE
The Fields, Office Block A
1066 Burnett Street
Hatfield 0833
PO Box 56714, Arcadia 0007

Tel: +27 12 441 1000
Fax: +27 12 441 2064

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To Whom It May Concern

RE: DR RICARDO DAMES REFERENCE LETTER

This serves to confirm that Dr Ricardo Dames, was one of the coaches for the Seda Women Enterprise Coaching Programme for East London, Port Elizabeth, Umtata and George. The aim of the programme is to assemble a group of women enterprises for a period of 10 months with an objective to develop and enhance the management competencies of the participants by creating an environment conducive for the establishment of networks, sharing of experiences and exchange of information.

The programme is conducted in the form of monthly group coaching sessions. Dr Dames has coached more than 100 women owned businesses and the feedback received from his involvement was generally excellent. He assisted the beneficiaries of the programme to grow their businesses into larger and medium sized, improved their turnover and created the new employment in their businesses at the end of the programme.

It was great working with Dr Dames as he is professional, highly skilled, interesting and interactive and the Seda staff learnt a lot from him. We therefore do not hesitate in recommending him to any organisation or institution that may require his services as we found him to be very knowledgeable, professional in his approach, highly experienced in business coaching and entrepreneurship development and indeed provide services that are worth the investment and of value for money.

Yours sincerely,

Lusanda Dyani

Specialist: Programme Implementation

Seda

Tel: 012 441 1359

Fax: 012 441 2359

Email: ludyani@seda.org.za

Web: www.seda.org.za