

24th February 2010

Re; Woodthorpe Wright Associates FZ LLC

Inmarsat is a major investor in its people and in particular, aspires to have a coaching culture across its global reach, as the world's leading satellite communications business. As a FTSE 100 company, we need to ensure that the partners we engage with recognise the calibre of people we have and can operate at a level that will inspire and motivate a highly intelligent and in some cases, a very specialist work force. Working with *Woodthorpe Wright Associates* in Dubai has been exactly the right choice for us.

Inmarsat's needs in the Middle East were to bring cohesion to an energetic and ambitious yet disparate team, where personal agendas tended to inhibit achievement of the corporate goals. This was a difficult balance to strike as at an individual level, performance was very high, yet conflicting efforts were potentially diluting collective results. Collaboration was likely to produce even greater results. There is the added complexity for a regional team of being managed remotely from a central headquarters in London, which requires the key players to co-operate and co-ordinate with each other in a positive way, where there is no day to day visibility of their results,, nor do they have easy access to management support.

Woodthorpe Wright Associates was selected as our preferred provider because they were able to relate to all of these factors. They were sensitive to the issues created by the remoteness of the team, the cultural mix within the team and recognised that the solutions lay within the individuals themselves and that gave us confidence that they would work well with this organisation.

In practice, they have run team events and a long term coaching programme with key staff. They have respected the confidentiality required in one to one coaching yet has crystallise for the business, the themes and solutions emerging so that we had the opportunity to make tangible improvements in relationship management terms. We were looking for more than training interventions (although in themselves they were beneficial and enjoyable in themselves and did much for team bonding); but more than that, to move the business forward in a positive and sustainable way, which has certainly been achieved.

For all these reasons, I have no hesitation in recommending Woodthorpe Wright Associates.

Debbie Jones
Senior Vice President,
Corporate Development,
Inmarsat plc