

October 1, 1999

Recommendation for Bob Lahm

To Whom It May Concern:

I have been acquainted with Bob Lahm since he enrolled at Georgia State University in a master's degree program in Human Resource Development several years ago in 1992. At that time, I was a professor in the program and have since advanced to an administrative role as Regional Director here at Keller Graduate School of Management. Since that time Bob has progressed in his academic studies as well, and has now recently completed his Ph.D. and established himself as an excellent researcher. Further, I hired him four years ago to teach here at Keller. Thus, I am familiar with both Bob's professional and academic qualifications, and I am therefore pleased to write this letter.

Bob first came to my attention as an excellent student in an independent research course I taught, known by us as an "applied practice." His work was accurate and complete, yet prepared as though it was a slick corporate presentation, including binder covers and graphics. In fact, Bob had a reputation among classmates and professors for turning in assignments of this caliber, which I believe, indicates a self-imposed expectation of his for only producing high-quality work.

I also supervised his graduate research assistantship, and during that time he ably pursued the academic support responsibilities I assigned. One project in particular was helpful, as Bob again developed persuasive materials, and helped me prepare for a major presentation to a large business association meeting, where I was promoting the benefits of internship programs.

I supervised Bob in a third area, his own internship that he negotiated in Georgia State University's Division of Continuing Education. His skills in marketing and professional experience were quickly recognized by the Division's Director, and Bob was also hired as a management consultant to provide leadership in a number of critical planning, programming and marketing areas. Bob was not a "regular" intern, rather he essentially provided top-notch consulting services to obtain necessary academic credit, in addition to his being hired on a paying basis. The Division informed me that Bob had reinvented the way they approached their corporate training business.

The Human Resource faculty at Georgia State also became indebted to Bob's skills. He provided team leadership capabilities and led us as a consultant to our faculty in a strategic planning process that was very delicate and touched on core issues.

For some time the university's catalog described a "Human Resource Development Center," but there was little substance to this in terms of a comprehensive and structured approach to programs and services.

Interestingly, my former colleague, Dr. Verna Willis, was the first to approach Bob. Her original request was for a logo and other tangible promotional materials, since he earlier was a marketing executive with his own firm. Bob then rather pointedly asked, "a logo to signify what?" This simple yet extremely perceptive question began a relationship that helped faculty achieve both focus and renewed faith that they could build a better future.

Finally, in one meeting I recall, a top executive from Coca-Cola had been invited to participate and provide a corporate perspective. Discussions about funding revealed a number of frustrations on the part of faculty and were verging on an outright plea for support-which was not the original pretense of the invitation.

Bob evidenced his deep understanding of the corporate mentality and took charge of the situation by ably negotiating the issue away from this, to a much stronger position on the part of faculty. Essentially, he accomplished the change in the meeting's direction by determining from the executive what services of value could faculty provide, such that his company and others would gladly support the HRD Center as patrons, and through sponsorship. From this experience it became clear to all of us just how Bob's insight and skills were applicable to both the academic and corporate worlds.

Of course, more recently Bob has proven himself even further as an excellent teacher and Senior Faculty member who is capable of relating theory to practice. He is well liked by his students for his broad business knowledge and enthusiasm, while at the same time consistently earning high ratings in our own formal evaluative process.

Most amazing to those of us who have known Bob throughout all of these aforementioned experiences, is his unique ability to remain objective and separate the roles of student, research assistant, intern, management consultant, consultant to HRD faculty, and for these last few years, graduate teacher.

If you are fortunate enough to employ Bob's skills you will receive the benefit of a relationship with a personable, yet solid and versatile entrepreneur, marketer, HRD leader, teacher, consultant and friend. If you have any questions about his services, capabilities or acumen please do not hesitate to call.

Sincerely,



Dr. William E. Worth

Regional Director, Keller Graduate School of Management