



5600-3 (Dir ADOK)

24 April 2007

LETTER OF ENDORSEMENT – Mr Richard Martin -ALCERA

The Canadian Army has been fielding and employing digital command and control systems for a number of years. Until recently, however, the training focus of digitization has been directly supporting units preparing for operational deployment.

With the imminent attainment of full operational capability, the focus needed to switch to digitizing the Canadian Army's schools, exercises and training curriculum. We knew this project would require someone with a rare combination of skills and knowledge, not just of training and development, but also of technology and organizational processes. Richard Martin of Alcera Consulting Inc. was exactly what we were looking for.

Richard has vast expertise in creating and managing large-scale training programs for the Canadian Army. He was able to use these skills and knowledge to help us identify the individual and organizational training requirements to support digitization and to develop a comprehensive plan for implementing the required systemic and organizational changes. He was also able to make realistic recommendations that can be implemented with minimal disruption to existing training and processes. His in-depth knowledge of complex training requirements and his ability to bring together numerous stakeholders with divergent interests proved to be very useful. In particular, he was able to get buy in from the Directorate of Army Training to develop specific goals and timelines for development of new courses and course modifications. This was a critical step as this is the organization with primary responsibility to institutionalize the digitization of Army training.

It is clear that Richard Martin has the expertise to help any type of organization to develop and implement training plans and programs. He is the right person to assess your company, derive your training needs and effectively and efficiently help you implement your training program by working easily with all members of your company.

A handwritten signature in black ink, appearing to read 'P.C. Cooper'.

P.C. Cooper  
Lieutenant-Colonel  
Director