



To whom it may concern

Creative Edge – A recommendation

Creative Edge offer a very special resource to organisations. The word 'Creative' does not adequately cover just how their offering is different from the norm. They can deliver some thing very powerful and very provocative in their interventions.

What is so critical to successful change is engaging people on an individual basis and through their emotions. This is where Creative Edge engage so successfully is in the difficult arena of how people feel about their situation. Unlike common thinking, the soft areas they inhabit are difficult to deal with and are often highly charged. They use a variety of methods, including transactional analysis and experiential learning. They engage with great empathy and singular determination to get the objective tackled. What is always remarkable is their ability to understand the culture that they are working in and to remain resilient but sympathetic when people resist the direction that the organisation is moving.

Furthermore, good is not good enough for any of the team and they will always seek to improve their output.

They are incredibly able at working with people who work directly the business's customers or those that operate at an executive level.

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