

To Whom It May Concern:

At the Philadelphia 76ers, New Jersey Devils and Prudential Center, we are committed to being world-class and revolutionary in all aspects of our organization – including how our employees interact with one another. Alex Sheen’s program “because I said I would” provided the perfect example to our staffs of how we can, in very simple terms, keep our promises to one another in the midst of deadlines, challenges and unexpected circumstances that busy seasons present.

As we pursue excellence in all areas of our business, it’s easy to shift from one need to the next and let the promises we make to each other fall through the cracks. Alex’s program has made a significant difference in helping us keep our word with one another. This, in turn, has helped our staff maintain individual and organizational integrity, and improve relationships among our employees every time we follow through on our commitment.

From top to bottom, our staff have “because I said I would” cards taped, tacked and displayed in cubicles and offices to showcase how we have made and kept commitments. We have Alex to thank for that.

I would strongly recommend Alex Sheen and his program to other organizations that seek to improve communication, collaboration and trust among their employees through easy and effective means. We have seen vast improvement after implementing “because I said I would,” and know that other teams and corporations see the same value and growth we have at the Sixers, Devils and Prudential Center.

Sincerely,



Scott O’Neil

Chief Executive Officer

Philadelphia 76ers, New Jersey Devils & Prudential Center