June 14, 2012

To Whom It May Concern:

As someone who has known Alberto Polloni for close to a decade and as someone who has been in consulting and training profession for thirty years, I can personally say that Alberto brings some truly special and unique skills to the coaching profession. I started my career as a Dale Carnegie Instructor and later creating my own communications company where for more than thirty years worked with clients around sales, communications and presentation skills. As a result, I had the opportunities to meet and interact with a great number of professionals within the coaching profession and for that reason became aware of the higher level of talent and strengths that Alberto brings to his coaching career.

He has an engaging nature that makes interaction effortless as someone who takes a genuine interest in others and exhibits outstanding listening skills. However, it’s his methodology around understanding an individual’s values at their core that guides his coaching practice. I had the opportunity to appreciate his skills when Alberto did some personal coaching with him around my run for public office. Alberto provided genuine insight around my values and core personality and his process made self-awareness self evident as past and future decisions becomes an extension of my own discovery. As a result, Alberto inspires confidence that comes from within and is then supported by affirmation and encouragement.

I came to Alberto as a result of knowing his talent with designing and logo creation and because he had designed my corporate logo. (See above) We needed a logo for the campaign as well as clarity round why I was running and a clear message that all became part of a coaching/strategy/self discovery session. I have known for years that Alberto is an amazing creative graphic artist and believe that creative talent also impacts his coaching work. Below is the logo he did of which you will quickly see how few, in any candidates running for public office have a logo as well crafted from intent and design perspective.

Coaches Training Institute would do very well to have Alberto as part of your Leadership Trainers as he understands the human side and the business side of a coaching career. Please accept my highest praise for someone I truly believe to be in the top 2% of all coaching professionals. If you have any questions or would like more information or detail regarding Alberto, please feel free to contact me personally at 919-740-8848.

Respectfully Submitted:



Sig Hutchinson  
President  
Current Candidate for the NC State Senate

