



## BOC Gases Testimonial on: “How We Make Money”

### Dan Meyerson's April 2000 comments:

*“As you know, we have been very satisfied with the results of the Coastal Training-BOC collaboration to create ‘How We Make Money at BOC Gases.’ We knew we wanted a financial training product that would drive a greater awareness and individual accountability for financial results through our entire organization. We just didn’t know what the training program should ‘look or feel like.’ Several years ago I attended your Accounting Game and knew I wanted a program that was as high energy, insightful and fun. However, the content needed to be about our business and the program had to be effectively delivered by our own line employees.*

*Let me give you a summary of what actually happened. First, we had several conference calls to get the Coastal Training design team up-to-speed on what we were looking for. Then, A BOC design team (made up of sales, accounting, operations and HR) met with your design team to clarify the learning objectives and brainstorm creative ways to achieve the objectives. There’s an old saying, ‘if you don’t know what you are looking for, you’re not likely to find it.’ Coastal Training helped us find it!*

*Once the design was completed, your team refined the material and turned it into an excellent training program. We conducted a walk-through of the program and made some content changes and then ran a pilot and train-the trainer session. The bottom-line is we had line employees training their managers and peers with some of the best feedback and results we’ve ever seen.*

*I can’t believe we were able to complete the project in under six months ( that includes the request for proposal, design meeting, walk-through, pilot, train-the trainer and training about 1500 BOC employees.) Thank you for your help and for the hard work of you, Ted Kinsman and your entire team. It’s been a gratifying experience.”*

*Sincerely,  
Dan Meyerson  
Senior Manager, Training and Development*



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