

Letter of recommendation regarding David Asplund

To whom it may concern-

Sundsvall42 is a convention that operates from an organization called **Bron**.

The organization is known since 1988 to host an annual convention where we are assembling multiple key-note speakers in their respective field to give presentations. Even though we are situated in Sundsvall, the convention attracts people from all over Sweden.

We've had the opportunity, thanks to a colleague of ours, to meet with and invite David Asplund to give his thoughts on Values and Vision from an individual perspective.

David Asplunds presentation was the one who attracted the largest amounts of people and was one of the speeches that received the most positive feedback. Even though we did not have a survey asking the participants to evaluate, based on the people I've talked with many of them stated that Davids speech was one of the best, not only in his respective field – but also overall at the convention. I doubt that many speakers these days bring his or her audience to tears, but this was the exception for many in the crowd. I have to admit that even I got thrown into the emotional rollercoaster that his speech brought – this in a very positive way.

What really made David's speech appreciative was that the things he talked about was straight from the heart. I have a strong feeling that regardless of how many speeches he gives, one will not be the same as the other.

And this is exactly what we are looking for, a personal presentation where the message is true and comes straight from the heart, which in Davids case was exceptional!

We are very glad to have had David with us and we would be happy to have him back next year as a returning speaker.

We would recommend David to whichever organization that would like to have him.

Kind regards

Pierre Pettersson

In charge of: Organization from an individual perspective at Sundsvall42.