


## TESTIMONIAL

Telstra is Australia's leading telecommunications and information services company, with one of the best known brands in the country. We offer a full range of services and compete in all telecommunications markets throughout Australia, providing more than 9.2 million Australian fixed line and 9.7 million mobile services, including 5.2 million 3G services. In the financial year ended 30 June, 2008 sales revenue was A\$24.7 billion and we reported EBIT A\$6.2 billion.

At Telstra I have been leading a cultural change designed to transform the Finance & Administration (F&A) functions to what I call a Value Service Culture – one in which our internal and external customers find our services simple and easy to use, and see F&A as valuable members of their teams. This has involved a substantial behavioural change in our more than two thousand five hundred people. I have been working with Linden Brown and Sean Gallagher of MarketCulture Strategies to assess the current state of our culture and to create a roadmap to a higher performing organization. They have provided both strategic and tactical advice along the way which has been well-thought-through and applicable to the real-world. They conduct business with honesty and integrity. They are comfortable sharing with me the unvarnished truth from their perspective; something very important to any C-level executive in a large company.

In working with my staff they have provided practical strategies and programs that have worked and connected with them on an emotional level. They have provided the practical application of behavioural tools which have engaged my people and enabled them to make the Value Service Culture work in their daily activities.

I highly recommend their services to any senior executive or board member who is seeking to create sustained cultural change that will improve business performance.



**John V. Stanhope**  
Chief Financial Officer & Group Managing Director, Finance & Administration  
Board Member  
Telstra Corporation  
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