



St. Anne School

An Independent Catholic School

June 2019

To whom it may concern:

I am writing on Behalf of Colonel James Herrera and INCEPTUM Consulting Group. I have had the great pleasure of working very close with Colonel Herrera for the past five years at St. Anne School where he served as Board Chair and I served as Head of School.

During my time working with James, he was instrumental in helping the school and administration develop and implement comprehensive strategic plans for the school that included the following planning and implementation framework:

- Comprehensive school mission, vision and philosophy review
- SWOT analysis
- Development of strategic priorities, lines of operation, departmental responsibilities and decision points
- Development of strategic goals, objectives and action steps
- Development of concrete performance indicators and metrics to measure attainment
- Plans for transition from planners to leaders, followed by departments

James provided great support and direction for the administration of the school during his tenure as board chair. The framework of the strategic plan developed with his expertise served to provide both the vision and roadmap to carry St. Anne School forward and provide the very best experience to the students, families and stakeholders of the community.

James Herrera is professional, thoughtful and forward thinking. His passion and expertise in providing the very best in strategic planning advisement and direction has been a great blessing to St. Anne School. To that end, I enthusiastically recommend James and INCEPTUM Consulting group to provide exceptional strategic planning consulting for non-profits and small businesses who seek a vision and direction rooted in values. Please feel free to contact me if you have questions beyond the scope of this letter. I would be very happy to provide more examples of the great strategic work that Colonel Herrera has provided to St. Anne School.

Cordially,

Steve Cunningham
Head of School