

## ! What clients are saying about David Matteson...

"David has more connections than a big Lego set, and he is masterful at knowing how to connect the right people with the right ideas. He has the rare ability to think and advise from a three dimensional perspective. He is also a lot of fun to watch in action: he is one of the best meeting facilitators I have ever worked with."

--Loren Israelsen, Executive Director, United Natural Products Alliance

"David Matteson inspires people to see their value and potential, co-create a bold vision, make collectively wise and caring choices, and effect positive change in the world."

--Barbara Grigsby, immediate past president, American Massage Therapy Association, Washington Chapter

"Through skillful mentoring and facilitation, David paved the way and empowered us for the journey to take our organization from our innovation phase to a strong market presence."

--Barbara Ellrich, CEO, Tai Sophia Institute

"With a deeply clear inner voice, David inspires positive movement, organizes collaborative effort, leads visionary thinking, and tailors solutions to people and their circumstances."

--John Brennan, Former NE Regional President, Nextel Communications

"David Matteson is a true thoroughbred and he gets things done. His 21<sup>st</sup>-century thinking helped us set a bold agenda, organize and train to achieve it, and he led us to success."

--William J. Keppler, PhD

President Emeritus of National College of Naturopathic Medicine

"David helped us get more done in three years than we had in the prior six! His experience, wisdom, excitement, commitment to our success, generosity and patience inspired and enabled us to our own greatness."

--David Goodell, President, Worsley Institute

"He is a master weaver of possibilities and a craftsman of practical solutions, and David does this just as easily with half-billion dollar corporations, start-ups, and non-profits."

--Fred Templeman, MD, CEO Phytoceutical Research

Serial entrepreneur and natural product research scientist

## Clarity Illuminates...

### Partial Client Listing

American Association of  
Naturopathic Physicians

American Tours International

Bank of Hawaii

Boeing Commercial Aircraft

Bastyr University

GTE/Verizon

International Conference on  
Integrated Medicine

Money Loop

Natural Products Association

Nintendo

Salugenecists

Super Oxide International

Weyerhaeuser

### *Praise for David Matteson, cont.*

“Working with David has completely transformed the way I think about my professional world and am a better leader for his vision, coaching, and deep caring.”

*--Jane Guiltinan, Past President, American Association of Naturopathic Physicians*

“For fifteen years I’ve depended upon David’s organizational, strategic, and executive counsel, and have seen my initiatives and many other flourish under his insightful guidance.”

*--Joe Pizzorno, Founder, Bastyr University, Chairman, Salugenecists*

“Our organization has awakened to a new day, and David’s clear thinking and committed heart shown and taught us how to create a vision and build an organization that will do great work in the world “

*--Mark Tilley, Board member, American Massage Therapy Association – WA Chapter*

“David is uniquely valuable in the corporate world. His holistic thinking, interdisciplinary expertise, and nimble mind bring clarity, vision, and action together in eloquently simple solutions. “

*--Richard Brudvik-Lindner*

*Executive Vice President, Chief of Staff to the US President, Edelman Inc.*

“David holds the big picture and finds ways for the details to fit into it, allowing our team to declare and pursue a vision, rather than react to our circumstances.”

*--Susan Cook, board member of AMTA-WA Chapter*

## Clarity empowers...

**Visioning** is perhaps the most important step in effectively transforming a good idea into effective action, because early clarity has long-lasting benefit.

**Architecting** is a rigorous and research-based process that lays out the critical choices and sequential steps to move an idea from an excited vision in your mind to a specific business structure.

**Empowering** an idea involves building and evolving organizational structures and aligning individual leadership and decision-making capacity to perform well at the various phases of business growth.