



23 January 2025

Subject: Reference for USP&E

To: Whom it may concern

I am the founder of Keep Thriving, a coaching consultancy focused on optimizing health, performance, and leadership effectiveness through a blend of neuroscience, psychology, and biology. I am an executive coach and author known for my work in professional development and leadership consulting. I am the author of *Keep Thriving*, a book that focuses on strategies for overcoming challenges, maintaining motivation, and achieving optimal health and sustained success. As a transformational coach, I work with individuals and organizations to enhance effectiveness, mindset, wellbeing, and overall performance, helping clients unlock their potential and thrive in both personal and professional settings.

I have been working with the head office staff at USP&E for the past year and have been impressed by the leadership's ability to navigate a challenging and complex landscape. They display an agility and tenacity to deliver and provide solutions to their client's needs in often less-than-optimal working environments. This requires experience, flexibility, boldness and a high tolerance for risk. I trust in their ability to go beyond normal requirements to deliver results.

Kind regards,



Reinhard Korb

Founder and CEO

Keep Thriving