



TO WHOM IT MAY CONCERN:

In 1956, Dempsey Boyd and his brothers founded Boyd Bros. Transportation. The company began to grow rapidly to include Boyd Logistics and eventually acquiring WTI Transport and Mid Seven Transportation. More recently, Boyd Bros. merged with Daseke creating one of the largest open-deck/specialty fleets in North America. *Dedication* is always a part of the Boyd Bros. culture...we are dedicated to making things happen for customers on-time, accident-free and as efficiently as possible.

Dedicated service to our customers begins with exceptional employees, thus we are equally dedicated to their professional growth. We ensure our family of drivers are equipped with effective and thorough on-board training and wanted to similarly invest in the growth of our leadership team. When first approached by Foresight, we were excited to initially pair with their leadership team through a series of retreats to begin identifying those areas where we, as a team, wanted to focus our efforts in growing and expanding the Boyd footprint. But it was also the opportunity to come together as a team that we enjoyed and found impactful.

Our enrollment in the Foresight Management Development Program (MDP) was a natural next step. At Boyd, we understand the importance of role-modeling the change you are seeking to implement. Therefore, we elected to enroll our senior and mid-level management allowing them to complete the program together. This also ensured a more unified approach to implementation of the program's taught skills.

Through the Foresight MDP program, Boyd Bros. has learned that performing to one's job description does not provide full clarity on the value one brings to the organization. Instead, our team now considers the estimated return on value (ROV) of all major business decisions. By utilizing a ROV approach, we anticipate a renewed focus on actions that will provide a stronger impact on the success of our organization.

Many in our group have decided to keep the momentum from the program going by continuing to collaborate post-Foresight graduation. One participant stated, "We will continue to foster and, hopefully, build stronger relationships across all departments. We all want to LEAD BY EXAMPLE!" We are pleased with the professional growth of our leadership team and the changes they have led through implementing the program's content.

Chris Cooper, President
Boyd Bros.

"PEOPLE DEDICATED TO SERVICE"

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