

27-May-2025

To Whom It May Concern

Dear Sirs,

I am writing this letter to express my heartfelt gratitude and provide a strong recommendation for Dirk Coetsee and the OKR Institute for the outstanding support they provided during our journey of adopting the OKR (Objectives and Key Results) methodology into our performance management system.

Throughout the entire process, Dirk Coetsee and the OKR Institute played a pivotal role in transforming our approach to goal setting and performance tracking. The comprehensive resources provided by the OKR Institute, including access to their extensive library, online platform, and a wide range of learning materials enabled our teams to quickly understand and adopt this powerful framework. The availability of such an impressive array of resources helped us build a strong foundation in OKRs, ensuring that our teams could work confidently and effectively with the methodology.

However, it is Dirk Coetsee's extraordinary contributions that truly set this experience apart. Dirk's extensive experience and in-depth knowledge of OKRs were evident from the very first session he conducted for our organization. His delivery of multiple training sessions tailored to various levels from Leadership Awareness, practitioners and specialists to employee awareness was both engaging and insightful. Dirk's ability to convey complex OKR principles and their real-world applicability, while addressing the nuances of quality assurance in goal setting, was exceptional.

What truly stands out about Dirk's involvement was his hands-on approach in shaping our OKR playbook, as well as his active role in guiding us through the process of drafting Objectives and Key Results with effective workshops. His guidance during the Quality Audit of OKRs helped us refine our methodology and ensure alignment across all levels of the organization.

In conclusion, I wholeheartedly recommend Dirk Coetsee and the OKR Institute for their exceptional contributions and unwavering commitment to supporting organizations in adopting and mastering the OKR methodology. Their professionalism, expertise, and dedication to excellence have had an infectious impact on our company, and we look forward to continuing our work with them in the future.

Regards,
For National Health Insurance Company – Daman


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Chief People & Organization Officer



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الشركة الوطنية للتأمين الصحي - ضمان (ش.م.ع.) شركة مساهمة لأحكام القانون الاتحادي رقم (7) لسنة 2007 ومالية في سجل شركات التأمين تحت رقم (٧٦) بتاريخ ٢٠٠٧/١٢. رأى المال المضبوط 250,000,000 درهم
National Health Insurance Company - Daman (PJSC) is a company subject to Federal Law No. (6) of 2007, with Registration Number (73) dated 12/06/2006 in the Insurance Companies' Register and with Paid Up Capital AED 250,000,000.