

William Tells All

**We have an established method to reduce anxiety,
improve mental health and personal performance**

Brought to you by Dale E. Leicht
CEO First Merchants Capital Inc.

What is WilliamTellsAll

The brain forms neural pathways through repeated thoughts. When negative thinking is repeated over time, it becomes the brain's default state. We now know the brain can be retrained.

WilliamTellsAll combines three scientifically supported methods:

- Personalized Affirmations - Custom-recorded in the user's own voice to bypass resistance and reprogram the subconscious mind
- Binaural Beats - Sound frequencies that sync brainwave activity to promote calm, focus, and positivity
- Meditation - relax and meditate while listening to your affirmation embedded in a binaural beat sound wave

By integrating these powerful techniques, WilliamTellsAll creates a rapid, lasting shift in thought patterns.

How WilliamTellsAll Works

1. Select a Goal - Reduce stress, sharpen focus, eliminate addictive habits or overcome self-sabotage
2. Record Your Affirmations - Use your own voice to reinforce positive beliefs and download the file onto your phone, tablet or computer
3. Listen Daily - Combine binaural beats, affirmations and meditation to retrain your brain

Why William Tells All?

- Affirmations have been used since ancient times. We blend this wisdom with modern audio engineering to deliver powerful, customized results.

There are empirical studies based on the idea that we can maintain our sense of self-integrity by telling ourselves (or affirming) what we believe in positive ways.

<https://www.psychologytoday.com/ca/blog/the-age-of-overindulgence/202307/the-science-behind-self-affirmations>

- Binaural beats have been studied for over 50 years and are proven to support mental clarity, focus, and emotional balance.

When the perceived beat frequency is close to a specific brainwave frequency, it can cause the brain to synchronize or "entrain" to that frequency, potentially inducing a corresponding mental state.

<https://www.frontiersin.org/journals/psychiatry/articles/10.3389/fpsyg.2015.00070/full>

- Meditation has been used since time immemorial. Evidence suggests that it may have been used since 3000 BC.

Loneliness and social isolation are a growing public health concern. Mindfulness skills developed through meditation practice transfer into daily life and build over time.

<https://pmc.ncbi.nlm.nih.gov/articles/PMC10355843/>

By integrating these powerful techniques, William Tells All creates a rapid, lasting shift in thought patterns.

William Tells All

Dale Leicht is daring to move directly into the heart of human misery, addiction and self destructive thoughts.

In my multiple decades of banking and working with thousands of people, the main differentiator between success and failure is most often found in the ingrained thinking patterns of those involved.

Thankfully, Dale has found a solution.

Please read this document carefully as it offers a significant opportunity to change your viewpoint on life, your family, employees and career.

Bruce Edgelow ICD.D
EdgeMark Capital & Advisory Services Inc. – Founder
ATB, Energy – Former Vice President & Division Lead



There is a hidden part of yourself that will do everything it can to create stress, anxiety and reduce your personal productivity.

Only when you reprogram your existing thought patterns are you free to create the reality you desire.



Reduce or eliminate thoughts like:

- Self-blame, I will never amount to anything
- Not feeling worthy of more
- I have always been this way and I can't change
- Procrastination

Change negative thought patterns

- Identify the problem
- Challenge the problem
- Correct the problem

**You do not need to stay in this paradigm.
We have found the solution**

Societal Sabotage

Most of what we call “our personality” is actually a patchwork of subconscious programs.

From birth, we’re trained how to behave, what to believe, what to fear, and what to want - often without even realizing it.

- Mental Health
- Polarization
- Anxiety
- Harmful influence (media, substances, stress)
- Addiction



The Benefits of WilliamTellsAll

How can WilliamTellsAll help you:

- Increase personal productivity
- Create deeper concentration or focus
- Improve memory recall and attention to detail
- Lower stress and reduce anxiety
- Enable better sleep
- Eliminate addictive behaviours
- Maintain positive thinking
- Increase learning and creativity
- Augment energy
- Encourage stronger willpower to adhere to goals
- Create anti-aging effects (such as lower cortisol*)



* Cortisol is a hormone, often called the "stress hormone," produced by the adrenal gland.

William Tells All Inc.

MISSION STATEMENT

Change the trajectory of humanity one thought at a time.

When enough people awaken to their God given right to peace of mind, it will become contagious and will change the course of human suffering to a healthy and positive state of being.

Our three primary goals:

1. Increase personal performance
2. Improve mental health
3. Reduce addictive behaviours

There are hundreds of books and systems on affirmations and performance training, but none driving the message at such a rapid rate through our sound technology and the overlap of a person's voice into a personal affirmation.

The origins of the William Tells All Process

In my many years of corporate finance and commercial real estate, I was not only a high producer but a neurotic catastrophe in private. I was plagued by a constant barrage of negative and self harming thoughts. It was incredibly painful and the only key I found to solace, was the love of my horses. I also developed a system of planned alcohol and nicotine consumption, which was Cuban cigars and gluten free beer, usually alone in my garage at home. I never drove or drank socially as I craved the solitude with my thoughts.



It was all very carefully planned; an early start, sufficient beer and cigars along with numerous recordings of my favorite music. I often wrote in a journal and did anything to drown out the history of an abusive childhood, about which I rarely spoke. At a precise time after several beers and numerous cigars, I moved to a carefully prepared supper. I also insured that I had sufficient water for hydration and vitamins to prepare for the next day which was quickly filled with caffeine and a rapid work pace.

I knew I was walking the razor's edge of addiction but assured myself that I was in control and no one knew my system. I even attended an AA meeting and explained my life. I was looked at like a madman for even being at such a meeting; however one chap reverently and respectfully said: "You may not be an alcoholic but you may have other deep seated problems to address".

The origins of the William Tells All Process (continued)

I carried an internal dialogue of a verbally abusive step father and mother who condoned his abusive language. I was lucky to have secured a paper route and save enough money to buy a horse. My love of my horse and my paper route kept me sane.

At a very early age I finished high school, obtained a pilot's license and journeyed to Grande Prairie where I secured a job in a logging camp which also involved driving a logging truck. However, regardless of my accomplishments, I was always plagued, by the feeling I was not good enough.

At the age of 20 I went into real estate in Edmonton and hit the ball out of the park, rapidly moving into commercial real estate. I relocated to Calgary and entered the world of corporate finance.

- No matter how many deals, there was always an emptiness. Through a turn of fate I met a woman with three children who were living in poverty. I stepped in and removed an abusive ex-husband with the help of the Calgary police. For the next 6 years I lived in a family setting teaching the children how to ride horses and drive. I went from controlled loneliness, to a family which was my greatest jump in consciousness and awareness of how life worked with families. Then, as the children grew older their response to life began to mimic their early childhood programing and there was nothing I could do to stop the problem
- After I met with several counselors and doctors on how I could rectify the problem, they said "You must leave this toxic environment", which I did
- I then poured my life into advanced self development with a view to not only stop my own haunting voices, but the tyrannical voices troubling all of mankind

I have been fortunate to have an open mind, some financial freedom and great teachers.

The origins of the William Tells All Process (continued)

I have also had the privilege to meet thousands of people many of whom were CEO's and business owners and deduce the obvious. **Many (most) people were living under the tyranny of a programmed mind. Our culture with the help of the media creates insecurity and a need to consume to assuage misery.**

Thinking patterns create life experience. There are thousands of books attesting to this point.

Here are some interesting observations by a number of researchers such as the American Journal of Medicine:

- The average human being has 65,000 thoughts per day with 95% being repetitive and 80% also being negative
- Meditation and breathing exercises help but are often difficult to remember and schedule
- People's lives are changed when they decrease their negative thinking, the slight edge of mental control is found in all sports

I found a solution that worked for me, which was the use of recorded affirmations in my own voice, on a background of a gamma wave sound-wave frequency to help with meditation. I engaged sound engineers and contracted my own sound studio.

- **It worked for me and that was the first step**

The process is simple and effective. The affirmations are completed in a sound studio and loaded onto your iPhone or computer and the process is now in your control. I listen to my affirmations the first thing in the morning (often before I get out of bed) and every evening. I even listen to the affirmations when I am working out or walking. Ten minutes in the morning and ten minutes in the evening. I enjoy a positive message in my own voice, which is the most powerful to most humans.

The origins of the William Tells All Process (continued)

- It was easy and because it worked so well for me I am bringing it to you and the rest of the world
- The cost is \$500.00 plus GST (\$525.00)
- The time is about one hour, where you will be coached on your affirmation structure.

I named the process in honour of a famous folk hero, William Tell who liberated Switzerland from tyranny - hence my journey to free humanity from the tyranny of negative thinking.

The mental peace of mind and lack of worry that I have experienced has been life changing, not only for myself but also for many people who have also tried this process with many letters of reference to follow.

- This is a portal to freedom from anxiety, worry and addictive behaviours. I liken the process to ones own personal psychologist.

There is a specific technique to the structure of the affirmation that we discuss later.

I trust that you find this to be your own portal to mental freedom.

Sincerely

First Merchants Capital Inc.
Dale E Leicht CEO



Stress is a global pandemic.

A commentary on the WilliamTellsAll Process

During my many years as a Certified Professional Co-Active Coach my greatest challenge was to be able to effect a long term and sustainable change in toxic thinking patterns.

In my observation, stress and anxiety as a result of chronic worry and negative thinking are the leading causes of health issues.

Dale has found a remarkable way to **liberate people** from self defeating thoughts and rewire the mental programming to a positive and liberating state.

The WilliamTellsAll process is adding a very **substantial dimension** to my coaching world and is now proving to be a **valid treatment** to create lasting change.

Many others and I are now using this system and we are delighted that Dale is using his finance, sales and marketing skills to bring this important process to the public.



Alana J. Fischer

B.Ph. (Honors) Thesis; Action Theory
B.A Fine arts (Drama)
CPCC, Certified Professional Co- Active Coach

WilliamTellsAll Process

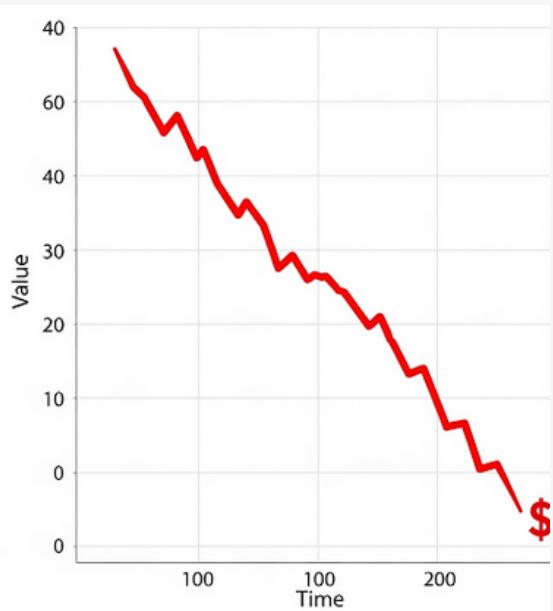
The Problem: Negative Thinking Is Costing You More Than You Think

Over your lifetime, you've been conditioned by negative programming - shaped by past experiences, societal pressures and family dynamics.

This often leads to

- Chronic stress, anxiety and constant worry
- Self-sabotage, addiction and destructive habits
- Emotional trauma and PTSD-like symptoms

A new, proven approach rewires your brain and increases positive thought patterns.



The Outcome

Eliminate recurring negative thought loops so you can finally relax, feel safe, and stop overthinking.

Allow WilliamTellsAll to become your personal portal to joy, clarity, and lasting mental well-being.

The Elimination of Toxic and Negative thinking.

The powerful and simple technique known as the William Tells All, endorsed by prominent physicians, addiction specialists, prominent business executives and mental health and theological leaders is destined to become an effective treatment for depression and addiction control, as well as stimulating happiness, clear thinking and control of one's life.

Although heart disease is undeniably multifactorial in origin, the role of negative thinking is often overlooked. Chronic patterns of negative thought can lead to maladaptive behaviours which may significantly increase cardiovascular risk. Having performed over 7,000 heart surgeries, including more than 700 heart transplants, I have witnessed firsthand the damage patients inflict on themselves through unhealthy coping mechanisms.

Dr. Dennis L Modry, BSc, MD, MSc, FRCS(C), FACS(C), FACCP(C), Post Doc Immunology Clinical Associate Professor, Cardiothoracic Surgery, Founder and Former Director of Heart & Lung Transplantation Program & Cardiovascular Intensive Care Unit, University of Alberta.

The effects of negative thinking is a strong contributor to all kinds of struggles in mental health, physical health and the erosion of a sense of personal identity leaving many actively seeking an escape from their life current experience. As a coach and chaplain serving various professional groups, I've witnessed firsthand how intentional thinking can powerfully transform one's quality of life.

Dr. Norbert Haukenfrers (DMin), Semiotics and Future Studies.
Masters of Arts (MA) Theological Studies.
Incumbent Priest of St. Peter, Okotoks.
National Board Chair of Threshold Ministries, Canada

Why This Matters to Your Organization

If you are a manager or business owner this is what WilliamTellsAll can do for your organization

Employee Well-Being = Performance

Chronic stress, addictive behavior, low morale, and self-doubt are silent drains on productivity, innovation, and retention.

A Proven Mental Reset

WilliamTellsAll helps employees rewire thought patterns - reducing burnout, building confidence, and improving focus.

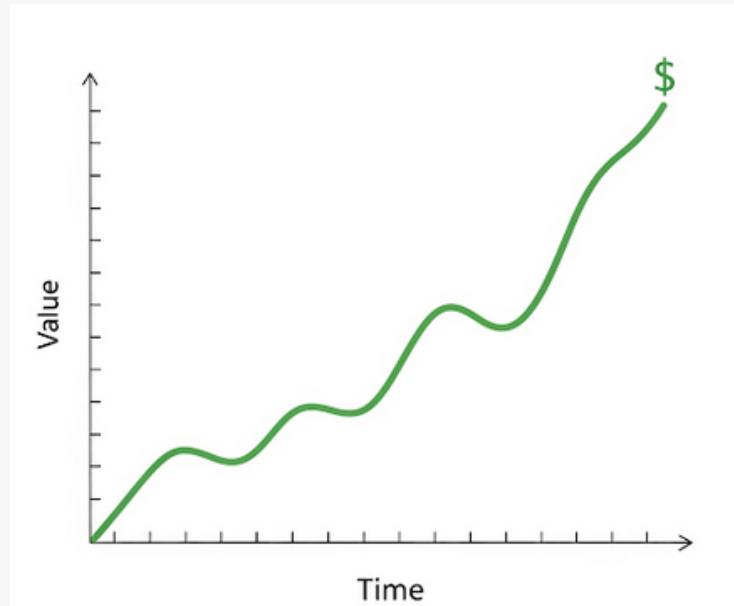
Culture Shift, Bottom-Line Lift

Healthier minds lead to healthier teams. Less sick time. Higher engagement. More innovation.

When your people thrive, your business grows.

Simple. Scalable. Scientifically backed.

Give your team the mindset advantage.



Why Conscious Companies Win

IVEY BUSINESS JOURNAL

A Case for Conscious Capitalism: Conscious Leadership through the Lens of Brain Science

By Srinivasan S. Pillay and Rajendra S. Sisodia

Reprint# 9B11TE07

RICHARD IVEY SCHOOL OF BUSINESS FOUNDATION September/October 2011
COPYRIGHT © 2011

To order copies or request permission to reproduce materials, please contact
Ivey Publishing, Richard Ivey School of Business Foundation
The University of Western Ontario
London, Ontario, N6A 3K7
Tel: (519) 661-3208
Fax: (519) 661-3209
Email: cates@ivey.uwo.ca

Richard Ivey School of Business Foundation reserves the right to prohibit any form of reproduction,
storage or transmission of this material without its written permission. Reproduction
of this material is not covered under authorization by any reproduction rights
organization.

Ivey Business Journal
is published by Richard Ivey School of Business Foundation
The University of Western Ontario
London, Ontario, N6A 3K7
For subscription information, please contact
Ivey Publishing
P.O. Box 10, Station Q
Toronto, Ontario M4T 2L7
Email: www.iveybusinessjournal.com Phone: (416) 923-3645

Authorized for use on or before Date: 1/1/2018 until Nov 23, 2018.
User outside these parameters is a copyright violation.

● Purpose Beyond Profit

Conscious Capitalism prioritizes purpose, people, and culture—not just the bottom line.

● Principles That Perform

Companies that embrace stakeholder interdependence, conscious leadership, and a values-driven culture outperformed the market 9 to 1 over ten years.

(1,111% vs. 123% for the S&P 500)

● People Are the Strategy

When employees feel valued, engaged, and aligned with purpose, performance soars.

Profit follows purpose. Culture drives results.

William Tells All supports a conscious culture from the inside out.

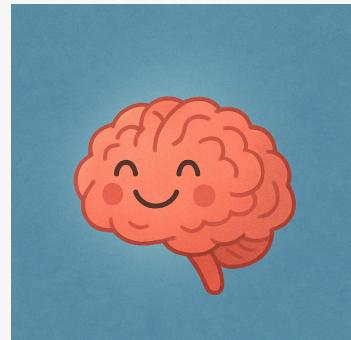
THE AFFIRMATION PROCESS

Since the beginning of time, affirmations have been used to create a desired state of mind and achieve goals. Famous books such as Think and Grow Rich, by Napoleon Hill, The Power of Positive Thinking by Norman Vincent Peal and The Power of Affirmations by Louise Hay, have all been timeless classics and have definitely assuaged many people through troubling times.

The standard affirmation as used is often based on a prefix of “I am”, such as:

- I am prosperous
- I am happy
- I am healthy

These affirmations are either said out loud or placed on written notes located in strategic positions for the reader to review.



- **Prior to creating WilliamTellsAll, we had not been able to locate to our satisfaction any provider of affirmations produced in the candidate's own voice against a background of a frequency such as the Gamma wave frequency that creates a change in brain state. When coupled with a person's voice we create at the very least, a sense of calm, let alone a person's goal of entering a progressively healthier reality.**

THE AFFIRMATION PROCESS (continued)

The objective of an affirmation is to penetrate into your subconscious mind and reset preexisting thought patterns, thereby creating a new personal “Matrix of a healthy reality”.

- **WE HAVE FOUND A BETTER WAY WITH A MORE DIRECT RESULT**

Often when you make statements such as “I am enjoying prosperity” (or whatever you choose), your subconscious and conscious mind most often discount the point as not true.

After thousands of affirmation experiments I discovered that posing a question or a question with a feeling, is far more effective and enjoyable. Because a question is not making any declaration regarding reality, there is nothing for the subconscious or conscious mind to refute. Rather, the listener is stimulated to imagine the desired state of being.

In 1901 Émil Coué was a french psychologist that introduced a psychotherapy characterized by a frequent repetition of the phrase “Everyday and in every way I am becoming better and better”. Coué's method relies on the principle of conscious autosuggestion, believing that the subconscious mind, influenced by imagination, is more powerful than conscious will. The science of this has been studied for many years and been adapted into many methods of treatment, including William Tells All.

THE AFFIRMATION PROCESS (continued)

All affirmations are structured often as questions or statements.

I recommend 3 primary affirmations:

- What would it feel like to know and understand that every day and in every way, I am becoming better and better?
- What would it feel like to remove negative judgment towards myself and others?
- I am now paying attention to the strength of my breathing.

There are 3 more for total of 6 affirmations. Further examples:

- What would it feel like to be released from my addictions?
- What would it feel like to enjoy my life?
- I will consciously eat healthy food and drink sufficient water.

In all cases each individual creates their own affirmations

Objective: Mental freedom.

Affirmations are the can opener in the fallout shelter of life

Affirmations can be expressed as a question or statement.

- What would it feel like to enjoy a restful sleep?
- I am going to have a peaceful and restful sleep.



Some examples of affirmations:

- I am talented and capable.
- What would it feel like to advance my career?
- I am growing into who I am meant to be.
- I am growing into loving myself unconditionally.
- I am going to be a great Dad/Mom today.
- I can accomplish anything I put my mind to.
- I have the power to create change.
- What would it feel like to be strong and confident?
- I am healthy in my mind, body and spirit.
- I am calm, every breath I exhale takes away tension.
- I am calm and focused, I will hit the ball straight and true.

Affirmations can fall into many categories:

- self-care and self love.
- productivity, goal-achievement and success.
- healing and emotional release.
- gratitude and abundance.
- anxiety and stress management.
- family/spousal relationships.
- dealing with personal addictions.



The list of affirmations is endless with each affirmation unique to you.

You have a chance to create your destiny with a relaxed process for you.

How Meditation Changes Your Brain

The Neuroscience of Meditation

Modern research shows that meditation reshapes the brain.

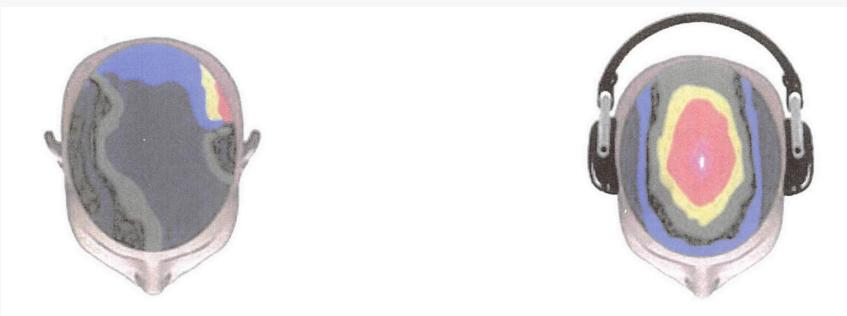
MRI studies confirm increased clarity, calm, and compassion—changes that are physical, measurable, and lasting.

“Spiritual practice doesn’t just change your perspective—it rewrites your brain.”

Science affirms what we’ve long known:

Inner work transforms both mind and brain.

Regular brainwave
patterns prior to
meditation



Brain wave patterns
enhanced by
William Tell meditation

Strong positive thought pathways create a strong, positive life.

This is an illustration intended for educational purposes. Multiple scientific papers have been published on the benefits of meditation. Reference the National Institute of Health and the Harvard Gazette for some of these articles.

Your Personalized WilliamTellsAll Session

Experience Deep Transformation in One Powerful Session.

The WilliamTellsAll Process is a fully guided, personalized experience that combines voice-based affirmations with brainwave synchronization to help you rewire thought patterns and experience lasting emotional clarity, confidence and peace.

Whether you attend alone or bring someone meaningful with you, this is an opportunity to reset and reconnect - with yourself and with life.

Ideal For:

- Individuals seeking personal clarity and mental relief
- Companies that want to increase the performance of their employees
- Couples, friends, or family members wanting to grow together

What's Included:

- ✓ Private consultation and goal-setting
- ✓ Recording session professionally guided by a recording engineer
- ✓ Custom affirmations layered with binaural gamma beat soundwaves
- ✓ Your finished audio track delivered directly to your device
- ✓ Headphones provided if needed

This isn't just a session, it's a turning point in your life.

The History of William Tell

William Tell: The Power of the Mind

In a Swiss village, surrounded by mountains and lakes, lived William Tell - a man of skill and unshakable spirit. More than a master of the crossbow, he carried a deep inner strength.

The land was under the control of Albrecht Gessler, a harsh Austrian official who sought to rule not just bodies, but minds. In a show of dominance, Gessler placed his hat on a pole and demanded all bow before it.

Tell refused. He walked past the symbol of submission, driven by a will grounded in freedom and truth. Angered by his defiance, Gessler devised a test: Tell must shoot an apple off his son Walter's head with a single arrow. If he missed or refused, they would both die.

Focused and calm, Tell whispered a prayer, trusting the unseen force that guided his hand. He loosed the arrow - and split the apple cleanly.

Gessler noticed Tell had drawn two bolts. When questioned, Tell answered: "If I had failed, the second arrow was for you."

Furious, Gessler ordered him imprisoned. On the journey across Lake Lucerne, a storm broke. The guards, desperate to survive, freed Tell to steer the boat. He used the moment to escape.

Driven by purpose, Tell secured a crossbow and intercepted Gessler in the forest. With the same precision that saved his son, he ended the tyrant's rule, sparking Switzerland's path to freedom.

True victory lay not just in rebellion, but in the unwavering mind and spirit guided by focus and determination.

William Tell stands as a symbol of Freedom, Integrity and Community.

The Recording Studio

MCC Recording Studio operates as a full service - musical project-based recording studio. Located in a historic recording facility in Calgary, AB.

MCC Recording Studio in Calgary, Alberta Canada boasts an impressive array of professional recording environments, instruments and most importantly premium quality recording gear and top industry professionals who really know how to put it all together to get the precise sound and quality that you have only every dreamed of.

Dave Temple is the owner/operator of MCC Recording Studio. Dave has over 30 years of experience in Music Retail and has navigated the day to day operations of Multi-Award Winning 'MCC Recording Studio' since it's inception in 2001.

"In my 35 years of sound production, I have never seen such a unique product that can benefit humanity and we are very pleased to lead the recording and audio production of this project."

Dave Temple



Dave Temple, Owner Operator
Johnny Gasparic, Sound Engineer

Letters of Reference



March 24th, 2025

Dale E Leicht
CEO
First Merchants Capital Inc.
2300, 520 – 5th Ave SW
Calgary Alberta
T2P 3R7

Dear Dale

Thank you for attention to not only my mental well being, but what is apparent, your interest in the well being of humanity.

No doubt your struggles and successes have made you who you are. However, to develop such a project as your William Tell affirmation process and move forward to a global vision requires true courage, for which not only myself but many others are and will be grateful.

Every day I listen to my personal affirmations, in the morning and at night. They work wonderfully as my sleep is now uninterrupted and I enjoy a deeper sense of calm and well being throughout the day.

You have turned your deal mind into a humanitarian mind and I am very proud of our association.

Yours Truly,

Edgemark Capital and Advisory Services Inc.


Bruce Edgelow
Founder



Web: The world peace group
Research: The super radiance effect
40 Wimborne Saint Giles,
Wimborne, Dorset, BH21 5NF
United Kingdom
Tel: (44) 1725 551271
Charity Reg No: 1024407

Dale Leicht
CEO, First Merchants Capital Inc.
Suite 2300, 520-5th Ave SW
Calgary, Alberta, T2P 3R7

22nd July 2025

Dear Dale,

Re: WilliamTellsAll Process

I am delighted to see the progress you are making with your WilliamTell Project and your determination.

The unique combination of both binaural soundwaves and the overlay of personal affirmations working towards creating personal peace and well-being for individuals and ultimately humanity is very timely.

I think this is ground-breaking work for humanity. It is interesting to note that a person with a corporate finance background would find his way into spiritual science with such enthusiasm.

Please continue and we look forward to being able to continue our collaboration.

Sincerely

Jeremy

Jeremy Old MBA CertMan HG Dip BSc
Chairman
Natural Health Research Trust

Letters of Reference



Dale E. Leicht
CEO
First Merchants Capital Inc.
Suite 2300, 520-5th Ave SW
Calgary, Alberta
T2P 3R7

Dear Dale,

It was very enjoyable visiting with you the other day and I must say I am very impressed with your interest and understanding of trauma and addiction as well as your desire to contribute to the overall wellness of corporations and humanity at large.

During my career of 20 plus years, I have treated over 25,000 patients with addiction issues with a 60% plus success rate largely through the development of a treatment paradigm that recognizes the inherent value of an integrative, multifaceted approach to this chronic, brain-based disease.

It is quite interesting that someone from the world of corporate finance would have thought to combine the two well-known and well-researched modalities of positive affirmations and binaural beats in creating what has the potential for being a profound tool for healing in this patient population and others. Your unique WilliamTellsAll soundwave brain pattern integration represents the kind of out-of-the-box thinking that is required in order to make a measurable difference in the management of the twin global epidemics of addiction and trauma.

Your February 6th event which is to be attended by such notable medical professionals is a testimony to your passion for human performance and wellness. Bringing the worlds of medicine and corporate finance together to shine a much deserved light on human wellness and optimal brain performance is indeed a commendable feat.

I trust that the event will prove to be a resounding success and I hope that a new precedent is set that influences others to bring together diverse groups of individuals to disrupt a field that has for far too long been content with stagnant thinking and the dismal treatment outcomes that stem from the same.

Sincerely

Ravi Chandiramani

Dr. Ravi Chandiramani
Co-founder
Paramount Wellness Retreat

Ravi N. Chandiramani, ND • (480) 612 – 5349 • decravedoc@gmail.com

December 15, 2024



Dale E Leicht
CEO,
First Merchants Capital Inc.
2300, 520 – 5th Ave SW
Calgary Alberta
T2P 3R7

June 30, 2025

RE: William Tell Affirmation Process

Dear Dale,

Thank you very much for involving me in this significant and important project of global impact and change.

As I continue with the William Tell practice, I recognize the positive and powerful impact this unique approach has in developing and sustaining healthy neural pathways as it encourages and promotes a life affirming positive thought process.

I'm excited to see the positive life altering impact in the lives of people and corporations.

You are reaching what I see as the 'Tipping Point' for which you must be commended.

Still In One Place,
The Rev. Dr. Norbert Haukenfrers
Incumbent Priest of St. Peter, Okotoks &
National Board Chair of Threshold Ministries, Canada

St. Peter's Anglican Church
31 Riverside Way, Okotoks,
AB, Canada, T1S 1A6
403-938-4261



Info@stpetesok.church
<https://stpetesok.church>

Letters of Reference



Dale E Leicht
CEO
First Merchants Capital Inc.
2300, 520 – 5th Ave SW
Calgary Alberta
T2P 3R7

February 24, 2025

Dear Dale,

I am writing to express my sincere appreciation for the support and guidance I have received from you in connection with our new venture. Your innovative WilliamTell process, which integrates a personal voice overlay on a gamma frequency sound background, has had a profound effect on my mental clarity and cognitive performance.

Since beginning this practice, I have experienced enhanced clarity, more structured thinking, and a greater ability to focus – capabilities that have been critical during these early stages of building our business. Your unique approach not only reflects your creativity and technical expertise but also underscores your deep understanding of how negative thought patterns can impede both individual and organizational success.

Your work offers real potential for companies seeking to support their teams beyond traditional development methods by addressing mindset, well-being, and inner alignment at the core. As our company grows, we plan to have all employees engage in this process, crafting tailored affirmations as I have experienced firsthand. We believe this will foster improved collaboration, a more relaxed work culture, and ultimately, stronger overall performance.

I recommend the WilliamTell process and your distinctive approach without hesitation, confident that these methods will continue to bring exceptional value to any organization dedicated to supporting the full potential of its people.

Sincerely,

Adam

Adam Alvis
President and Founder



February 24th, 2025

Dale E Leicht
CEO
First Merchants Capital Inc.
2300, 520 – 5th Ave SW
Calgary Alberta
T2P 3R7

Dear Dale

Re: William Tell affirmation process

Thank you for hosting a well attended and very unique lunch at the Calgary Petroleum Club. Your panel of doctors and other health professionals created a very informative event on the new breakthroughs in medicine and mental health.

Your discussion regarding the William Tell process was very timely.

- I am enjoying the benefits of this innovative and predictably ground breaking technology in the field of mental wellness for mankind, for which I applaud you.

The personal voice overlay of my voice on the background of the gamma frequency sound frequency is actually working miracles with my own mental wellness and sleep quality.

When you are managing a corporation executing multi billion dollar projects the stress on not only myself but all CEO's is often overlooked.

I am very grateful for your powerful initiative.

Yours Truly,

Reconciliation Energy Transition Inc.

Steve Mason
CEO

William Tells All

Conclusion

Problems with confidence and mental health have reduced our potential and the problem is getting worse. Society is speeding up and social media is accentuating the problem.

The global self help business is growing and we think that the William Tells All process is the most effective.

I hope that this gives peace of mind that the William Tells All process can help you to be on the path to:

- Freedom
- Mental wellness
- Self empowerment

Our greatest currency is our mental health and time.

Booking & Payment Info

Cost: \$500 + GST (\$525 total)

What is included:

- Creation of 6 personalized affirmations in a high quality sound studio that can be downloaded onto a cellphone, tablet or computer
- Affirmations are overlaid onto a binaural sound wave
- Training on the effective use of WilliamTellsAll to obtain maximum positive results

Contact Dale Leicht

CEO, First Merchants Capital Inc
Suite 2300, 520 – 5th Ave SW
Calgary, AB T2P 3R7

Website: www.williamtellsall.com
Phone: 403.651.8763