

Just imagine the achievements  
that would occur

**IF ALL MANAGERS**

**WERE TRULY EQUIPPED**

**TO TAKE ACTION —**



the right action, at the right time.

### **Management and Leadership Development**

*The Performance Advantage™*

Action Based Leadership Workshops and Simulations

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### **Customer Loyalty**

*The Service Advantage™*

The Human Side of Service™ Workshops and Simulations

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### **Selection | Succession Planning | Coaching**

*The Assessment Advantage™*

Performance Diagnostics Featuring the Harrison Assessment System™

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### **Performance Measurement**

*The Scorekeeping Advantage™*

Measurement for Results Featuring the Performance Guidance System™

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**Leading Self ➤ Leading Individuals ➤ Leading Groups ➤ Leading Organizations**

**Impact Achievement programs are:**

- flexible
- customized
- story-based
- personalized
- immersive
- case-study driven
- interactive
- challenging
- energized
- real world

To effectively anchor and transfer competencies.

In order for leaders to effectively manage others, they must first understand how to manage themselves. Some call it “emotional intelligence”, some call it “self-awareness”, but until individuals are aware of their own strengths and limitations and have eliminated their ineffective actions, they’re not prepared to effectively manage individuals, groups or organizations. The essential prerequisite for addressing performance inadequacies is self-awareness and self-management. Why? Because it delivers credibility—the root of organizational change. Once the foundation has been built, extending those skills to provide solid leadership to individuals, teams and organizations is natural and fluid.

**Impact Achievement Group is focused on developing high performance environments with competent leaders that are able to take organizations to new levels of achievement.**

**To compete today, every team member must deliver.**

Let us custom-tailor a combination of the world’s best assessment, training, coaching and measurement programs to address the unique needs of your organization, and make the *Performance Advantage*™, your advantage.



## Management and Leadership Development

Action Based Leadership Workshops and Simulations



For years, the myth of traditional thinking was that creating high morale resulted in high performance. We now know that creating a high performance environment, where expectations are clearly communicated, frequent feedback is the norm, and performance metrics are applied, is what increases morale and bottom line results. Research confirms it.

**But how do you help your managers create that high performance environment?** By arming managers with practical, applied methods, skills, and concepts that come directly from years of research in organizational effectiveness, not from some new management “flavor of the month.”

Our powerful *Performance Advantage™ Workshops and Simulations* energize managers at all levels. How? By utilizing our powerful leadership and performance methodology; a comprehensive, yet simple and memorable process, that prompts leadership action and incorporates a leader’s own style. The result? Managers who lead more effectively, with fewer resources and within tighter budgets.

## Customer Loyalty

The Human Side of Service™ Workshops and Simulations



No matter what products and services you provide, your customer’s experience is defined and differentiated by two things: front line employees who deliver those

services, and managers who can manage and measure service performance. History has watched the crux of competitive differentiation change from price, to quality, to service, and finally, now, to human performance. With human performance as the “fourth dimension” of competitive differentiation, it becomes the critical driver in your organizations’ competitive position. **So how do you utilize the human side of service to your advantage?**

*The Human Side of Service™* presents a proven framework for dramatically improving your customer’s experience with your organization. Applying our methods and tools, the results are remarkable. You now have a powerful team of leaders and front line service professionals who treat their work with passion and commitment.



## Selection | Succession Planning | Coaching

Performance Diagnostics Featuring the Harrison Assessment System™



Studies show that most employees are hired based on eligibility, but leave based on suitability. The relationships and interdependencies between your selection, hiring, coaching and succession planning programs are the critical factors in improving productivity, reducing attrition and succeeding with succession planning. **With so many interdependencies, how can you ensure that your organization is acquiring, developing, and retaining the right human capital?**

Utilizing our powerful diagnostic tool, the *Harrison Assessment System™*, we reduce attrition through improved selection and hiring processes, laser-focused coaching, and prescriptive learning — right down to the individual level.

Impact Achievement Group has taken diagnostics to an entirely new level; incorporating individual assessment results into our personalized *Performance Advantage™* workshops.



## Performance Measurement

Measurement for Results Featuring the Performance Guidance System™



Today’s working environment is no longer driven by machines and management. Now the individual controls performance, deciding how hard they work and how much talent they share—essentially contributing or withholding their “discretionary energy”.

The manager’s first responsibility in performance management is to provide clarity regarding performance expectations; yet, many managers struggle with the responsibility.

**How do you arm your managers with the tools and skills that will ensure clarity around performance expectations and priorities?**

Our integrated *Performance Advantage™* methodology and dynamic *Performance Guidance System™* provides a performance “dashboard” that gives managers a framework to ensure performance expectations are clear, understood and

measurable. Through it, individuals gain an accurate picture of their current achievement level and their path to success—allowing them to take accountability for their own performance and motivating them to exceed their last best performance level.

## Featured Experts & Managing Partners



### Rick Tate

Rick Tate is an internationally recognized expert on service quality, leadership development and organizational excellence. Rick is a founding faculty member of the Center for Innovative Leadership, and a faculty member for the Institute of Management Studies™. For over 20 years, Rick has been consulting, speaking, training, writing and developing state of the art concepts that challenge people's mind-sets and develop new ways of thinking. His expertise is backed by over 12 years of successful line management experience. Ken Blanchard, author of the "One Minute Manager," has proclaimed Rick to be one of the best story tellers and trainers in the world. Rick has authored many books, articles and training programs including the best sellers, *Leadership and the Customer Revolution*, *Legendary Service™*, *Frontline Service™*, *World Class Customer Service* and the newly released *The Performance Advantage™*. His acclaimed training programs have been translated into more than a dozen languages and distributed all over the world.

**"I have heard nothing but rave reviews."**

Bob Small, Vice President, Walt Disney World Co.

**"...we view you as a key element in creating a sustainable advantage for our brands..."**

Thomas Vadeboncoeur, Vice President, Coca-Cola International

**"What a success story! The seminar was excellent and the overall feedback from participants has been overwhelmingly positive."**

Jewell H. Weatherly, Manager Human Resources, Northern Telecom, Inc.



### Julie White, Ph.D.

Dr. Julie White has been an international speaker, seminar leader, consultant, professor and author for more than two decades. The former director of the Institute of Management at Old Dominion University, Julie is also the author of five of the best-selling audio and video programs in the US, including the national best-sellers, *Image and Self Projection*, *The Psychology of Self Esteem*, and the newly released *The Performance Advantage™*. Julie provides skills and techniques that audiences can put to work immediately in their professional and personal lives. Her articles and training programs have been translated into many languages and distributed all over the world. Julie's areas of expertise are leadership and management development, problem-solving communication skills, and customer loyalty. Over 200,000 people, nationally and internationally have benefited from the use of Julie's expertise.

## Impact Achievement Group The Performance Results Company

Impact Achievement Group delivers action-based workshops, tools and processes to impact:

- **Management and Leadership Development**
- **Customer Loyalty**
- **Selection / Succession Planning / Coaching**
- **Performance Measurement**

Our Performance Advantage™ is tailored to your unique needs; delivering flexible, interactive learning that dramatically improves competency and bottom line results.

Through hand-crafted integration of the world's best assessment, training, coaching and measurement programs, we help you improve performance to achieve your goals.

**Impact Achievement Group.**  
**Equipping your team to take the right actions, at the right time.**



### Contact us today

for more information, or to receive a free demonstration of our powerful programs.

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