The performance of the people who comprise a specific job category typically is represented by a bell curve—with a handful of exceptional performers, a handful of people performing at some minimum acceptable level, and the majority clustered around an average performance level. The concept underlying our approach is that organizations and people perform at exceptional levels because of specific, identifiable factors that are focused on producing outcomes of value. Some of those factors might be individual work methods, some might be process differences within the organization, and some might be tools and techniques provided to the individual performers. The key to achieving significant performance improvement of a work group is to identify those factors most responsible for top performance and then to design and implement appropriate interventions to transfer those factors to the average performers. Even a relatively small percentage improvement in the performance of “B Players” will yield significant return to the organization.

**GP Strategies™ Performance Improvement Solutions**
About GP Strategies

As a leading provider of human and operational performance solutions, GP Strategies serves a global client base from offices in the Americas, Europe, the Middle East, and Asia Pacific. Our solutions are used extensively in more than 20 industries, including pharmaceuticals, energy, healthcare, consumer products, manufacturing, rail, telecommunications, automotive, financial, and retail. GP Strategies has built a strong global reputation for enhancing productivity through our broad range of integrated products and services. GP Strategies is ready to help you maximize the return on your investments in people, processes, technology, knowledge, and customers.

GP Strategies is ready to turn your potential into performance.

The services described in this brochure were developed and delivered formally under the RWD Technologies name, which was acquired by GP Strategies in 2011.