



**OUR PURPOSE:**

To enable  
people and  
businesses to  
perform at  
their highest  
potential.

**Automotive Performance Solutions**

**OCTOBER 2020**

Sales &  
Product

Future &  
Digital  
Retailing

Customer  
Experience

Live & Virtual  
Product  
Launches



Experiential  
Events



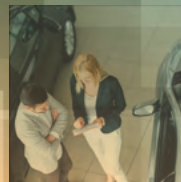
Service –  
Technical



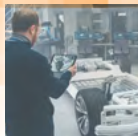
Service –  
Non-  
Technical



Parts &  
Accessories



Business  
Management



**GP Strategies® is a leading workforce transformation partner with over 50 years of broad and deep experience in the automotive industry.**

Our people are educators, communications experts and operational leaders; they have served the automotive industry in manufacturing, distribution, marketing, dealer relations, dealership operations, and every facet of the customer experience, from the showroom to the service drive. Simply put, we know the car business...and what it takes to make it run effectively.

Our transformation focus, combined with deep listening and industry innovation, helps automotive clients achieve superior business and operational results. We're at our best when driving innovation — integrating leading technologies, developing new learning paradigms, instituting fresh business processes and realizing tangible business results.

**Increase sales.**

**Optimize service levels.**

**Improve your bottom line.**

Contact us today to see how we do it.



We are experts  
in automotive  
across the enterprise,  
from strategy to  
retail execution.



About GP Strategies



CORPORATE  
FUNCTIONS



ENGINEERING &  
MANUFACTURING



NATIONAL SALES  
COMPANIES



RETAILERS

 **CLICK**  
on a section to  
learn more

# CORPORATE FUNCTIONS

GP Strategies functions across multiple disciplines to drive strategy and achieve your organizational objectives. We partner with your teams in a variety of ways, including:

## PEOPLE STRATEGIES

Optimizing your workforce through solutions for transformation, from organization and role design to leadership development to rewards and recognition systems

## OPERATIONAL EXCELLENCE

Helping teams foster innovation, create efficiencies and implement solutions to create new competitive advantages.

## BUSINESS PERFORMANCE CONSULTING

Driving your strategy and achieving your organizational objectives

## ENTERPRISE TECHNOLOGY ADOPTION

Enabling your teams to connect with customers, streamline processes, gather crucial analytics, and make full use of platforms to drive business initiatives

## MANAGED LEARNING SERVICES

Structuring and augmenting your learning and development efforts, and providing global resources to scale learning

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### KEY CLIENTS:

General Motors

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MetLife

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Boeing

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# ENGINEERING & MANUFACTURING

We understand the distinct realities of automotive manufacturing, and are equipped to support your efforts through services including:

## PRODUCT AND PLANT LAUNCH SERVICES

Reducing time and cost to meeting quality standards and productivity objectives, including facilities engineering, workforce preparedness and performance support

## LEAN PROCESS ANALYSIS AND PLANNING

Streamlining processes and optimizing assets to reduce waste and manufacturing cost

## MATERIALS AND LOGISTICS ENGINEERING

Planning and management of warehousing, materials, and supplier relationships to eliminate downtime

## QUALITY ENGINEERING

Driving quality and continuous improvement through advanced product quality planning (APQP), inspection, and containment

## ASSET PERFORMANCE MANAGEMENT (APM)

Planning service and maintenance to ensure longevity and reduce downtime

## STAFF AUGMENTATION

Fulfilling your variable hiring needs to reduce time-to-fill and staffing costs, while delivering high-caliber personnel

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### KEY CLIENTS:

Ford  
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FCA  
•  
VW

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# NATIONAL SALES COMPANIES

The ever-changing business environment calls for ongoing development of your wholesale organization from event design to field operations. Call on GP Strategies for:

## DELIVER BRAND STRATEGY

Enabling dealers to embody your brand and translate value to their customers

## CUSTOMER EXPERIENCE (CX) DESIGN

Designing experiences that create emotional connections, drive advocacy, and elevate retention

## PRODUCT LAUNCH

Facilitating cross-functional planning and design solutions that maximize speed to proficiency and adoption

## FIELD FORCE OPERATIONS DEVELOPMENT

Elevating business acumen, operational knowledge, and consultative skills to support dealer performance

## MEASUREMENT

Directing the strategy, and proving and improving the efficacy and business value of your initiatives

## OWNER LOYALTY

Staying top of mind throughout the purchase journey with customer-centric content development and custom publishing

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### KEY CLIENTS:

Hyundai (US)

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Toyota (US)

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Porsche (China)

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# RETAILERS



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## KEY CLIENTS:

Hyundai  
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Nissan  
•  
BMW

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All the organizational development from headquarters to wholesale truly pays off when your retail organization is firing on all cylinders. Turn to us for:

### FUTURE RETAILING

Challenging mindsets and implementing new business models to remain relevant in the automotive retail landscape

### CX/EX/DX DESIGN

Integrating customer, employee, and dealer priorities to elevate organizational performance and bolster the health of your dealer network

### KNOWLEDGE AND SKILLS

Developing the expertise your teams need to exceed customer expectations online or in the store

### DIGITAL RETAILING

Adopting the tools and processes for virtual selling to thrive in a disrupted marketplace

### AGILE LEADERSHIP

Cultivating highly skilled managers of people and resources to strengthen your retail organization

### OPERATIONAL EXCELLENCE

Executing effective business strategy to enhance processes, performance, and results





Making a meaningful  
**IMPACT** for our customers  
and their employees.

1966

Business Founded

148

of Fortune 500 Companies

Headquarters

Columbia, MD USA

Publicly Traded

NYSE (GPX)

Global Presence

Offices throughout Americas,  
EMEA, and APAC

Steadfast Client  
Loyalty

An extension of their team

\$583.3M

2019 Revenue

4,200+

Employees

We invite you to review  
a selection of our thought  
leadership works:

### Leadership

#### RESEARCH REPORT:

[Business as Unusual: Rewriting the Rules of Leadership](#)

#### RESEARCH REPORT:

[Leadership Mindsets: The Thoughts and Actions of Successful Leaders](#)

### Change & Transformation

#### PODCAST:

[Executing Strategy Through Your People](#)

#### PODCAST:

[Change Management Needs to Change: Challenging the Model of Plan-Manage-Sustain](#)

#### BLOG:

[Organizational Change Management \(OCM\): Top 10 Aims for Success](#)

#### BLOG:

[Leading Future of Work Transformations: The Five Key Strategy Elements](#)

### Learning & Development

#### GP STRATEGIES WEBINAR:

[The CLO Guide to a Modern Learning Technology Ecosystem](#)

#### RESEARCH REPORT:

[Voice of the Learner Report](#)

#### EBOOK:

[Gamification from a Global Perspective](#)

#### PODCAST:

[Digitizing the Automotive Dealership](#)

#### GP STRATEGIES WEBINAR:

[Virtual Realities: The Facts and Fantasy of AR and VR in the Learning Landscape](#)





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Increase sales. Optimize service levels. Improve your bottom line.  
Contact us today to see how we do it.