

Your Advantage Knowledge Team

# Christopher Lydon

Advantage Performance franchise partner Christopher Lydon brings clients more than 20 years of experience helping leading organizations increase profitability by improving management and sales. His work includes designing and managing long-term strategic sales projects, and implementing worldwide performance improvement initiatives. He has facilitated learning programs in Asia and Europe. A high-tech specialist with a best-practice focus, he specializes in the Advantage competency areas of sales and service supremacy, and performance management.

Christopher's career includes serving as National Account Manager and Senior Consultant for Learning International, where he managed high-tech accounts and developed customized performance improvement programs for global clients. He developed a successful performance management system as VP of Human Resources Development for Crocker Bank/Wells Fargo Bank. Christopher is founder and principal of Lydon Associates, a San Francisco sales and marketing consulting firm, and his articles on Sales Process have appeared in professional publications. He earned a B.A. degree in Political Science and an MBA from UCLA. Christopher lives in Kentfield, CA and enjoys golf and basketball in his leisure time.

## **Name some organizations with which you've worked.**

Sun Microsystems, Apple Computer, Hewlett-Packard, Agilent, Lucent Technologies, Electronic Arts, Cadence Design Systems, DHL Airways, Sybase.

## **How does this experience benefit what you offer clients today**

My experience allows me to bring a strong focus on best practices, those proven strategies and approaches that have worked for many organizations. I also serve as a practical integrator. Many companies today are experiencing an enormous amount of noise, requests, and demands. I make sure that initiatives are integrated with what's already going on, ensure that the impact supports larger goals, design outcomes that increase alignment and decrease the noise.

## **What's the best thing you do for clients?**

One is to serve as a "white board," to think outside the box and come up with innovative solutions that work. I also bring a certain fearlessness around asking the difficult questions, such as asking managers to point to solid evidence of their commitment to performance improvement, rather than rely on assumptions that may not be borne out by results.

## **What delights you about your work?**

I find this work fascinating because it involves people. It's also extremely 'messy,' which also attracts me. I enjoy delving into the environment to find the themes, coordinate the elements, unravel the mysteries. What may look chaotic usually has some rhyme and reason at its core. I always try to explore the confusion rather than simply attempt to sweep it away.

## **What are your personal "business words to live by?"**

"Begin with your managers." This is especially important in the high-tech arena, where technically proficient people aren't necessarily good managers. In every business environment, you must inform, engage, and develop the management team first, and retain their attention and commitment throughout the duration of the initiative.

## **If you could make only one thing happen for your clients, what would it be?**

Help organizations discover the power that results when their people are more aligned and engaged around important issues.

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