

YOUR ADVANTAGE KNOWLEDGE TEAM

Tim Mooney

Advantage Performance partner Timothy P. Mooney is a seasoned performance management expert who heads the firm's Sales Performance Management practice. He works directly with clients on consulting projects, develops new business, and also leads the Eastern U.S. Advantage franchisee group.

Tim's extensive experience includes more than 20 years of corporate sales management and consulting experience. In addition to sales effectiveness, his areas of expertise include assessment, competency-based HR systems, and culture change. He served in senior management capacities for DDI, working closely with leading national and global organizations. His roles included Vice President of Sales & Marketing for Assessment and Regional Vice President. Tim earned a B.A. degree in Psychology from Butler University in Indianapolis and an M.A. degree in Industrial Organizational Psychology from the University of Akron. He lives in Wexford, PA and can often be found on the golf course when he's not serving clients.

Name some organizations with whom you've worked.

General Motors, Heinz, Marconi, MicroStrategy, Sony, SmithKline Beecham, Toyota.

How does this experience benefit what you offer clients today?

I'm able to pull from my experience as both a corporate leader and an outside consultant. I've led culture change within my own organization and have developed change initiatives for clients, orchestrated self-directed teams, helped to embed sales and service cultures, acted as project manager for a startup. Because I've been on both sides of the fence, I also take a very practical view of what can be achieved and how fast it can happen. I have a good sense of what organizations need to do to make change stick.

What's the best thing you do for clients?

Balance accomplishing the task with engaging the people involved. You can come up with the world's best plan, but must it be implemented by and through people in order to succeed. I always focus on building buy-in and commitment up and down the organization. That requires involving individuals and teams in the process of discovering, implementing, and embracing the solution.

What delights you about your work?

I like to accomplish goals, help organizations win, achieve the objectives that will really move individuals and groups ahead. Creating a "showcase solution" to a complex challenge is exciting.

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

Everyone wants to be part of something special. Organizations can accomplish amazing results when their people are aligned with the goal and feel engaged. Management holds the key for making this happen.

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

Feel like a winner. Not only achieve the goal, but do it in a way that creates commitment and enthusiasm in the entire team.

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