

Advantage Performance Group

Helping leaders lead, sellers sell, and businesses flourish



At Advantage Performance Group (APG), we specialize in helping organizations accelerate positive business results by focusing on three main areas:

1. **Helping Leaders Lead:** Aligning and developing leaders in organizations around top priorities, enabling them to maximize results from their teams.
2. **Helping Sellers Sell:** Developing winning teams capable of blasting past sales targets year after year.
3. **Helping Businesses Flourish:** Creating business-savvy leaders and employees throughout organizations, empowering them to outperform the competition.

As a wholly owned subsidiary of BTS, APG operates out of North America. Clients are served in complementary ways to the traditional BTS approach, which allows us to add value across a multitude of client needs, mainly centered around business shifts. In addition to offering many of BTS' core competencies, we have a team of highly experienced consultants, strong relationships with industry thought-leaders, and other resources that allow clients to tap into an even broader pool of solutions. This enables us to, in

addition to the BTS offerings, support clients with:

- Behavioral change and competency development.
- Engagement models such as work-for-hire projects, individualized coaching solutions, and turn-key assessment platforms.
- Curriculum-based training and development needs with standard or tailored solutions.
- The flexibility to support customers both large and mid-sized with both local and global footprints.
- A focused, nimble, and cost-effective approach to support initiatives with large and small teams alike.
- 30 APG consultants in markets throughout the U.S. to provide dedicated, local support.

Key Differentiators as Defined by our Clients

1. An **insightful** organization that serves as a single source of world class thought leadership. We orchestrate expertise to deliver business results.
2. A **creative** organization that brings inspired ideas to life through imaginative, yet practical, solutions.
3. A business that is relentless in its pursuit to become our clients' most **accountable** partner; continuously delivering what we promise and being the first call our clients make when they have a need – and now in our 28th year.



APG guided my team toward the right solutions and made sure all the content was relevant and completely customized to our audience. I am very glad I made the decision to work with them for this project, it made all the difference!"

Associate Director, Global Leadership Development, Global Pharmaceutical Organization

Advantage

www.advantageperformance.com

Advantage Performance Group is a subsidiary of BTS



Creating Lasting Business Results

Over a decade ago, we partnered with Dr. Robert Brinkerhoff around his groundbreaking work on High Impact Learning and Success Case Methodologies. This partnership has grown over the years and resulted in APG acquiring the full rights to the Advantage WaySM system: proprietary content owned by APG and leveraged by BTS.

The Advantage WaySM methodology creates measurable business impact from every learning initiative. When clients implement the Advantage WaySM system, their organizations achieve documented business results as well as improved job performance. They are able to measure the business impact of the implementation of various solutions – solid proof of its value to their organization.

The Advantage WaySM continues to evolve at APG and BTS. In addition to laying the groundwork for how we do business and deliver results, we are actively working on building out a set of digitally based execution tools that can accompany any learning or change initiative in an organization. There are more exciting things to come in the future as we partner with our clients to build out Advantage WaySM 2.0.

Strategic Direction for 2019

Our 2019 strategic direction focuses on four aspects of the current business environment where we add the biggest value:

1. Continued collaboration and partnership with our colleagues at BTS to meet client needs best suited for each organization's talents, capabilities, and business models. It is our shared vision that we deliver exceptional results to our customers—together.
2. Refined focus and an emerging point-of-view relative to high potential leaders within organizations. Our unique business model has exposed us to a multitude of insights and implementations, providing us with a holistic view of emerging leaders across levels and industries. During 2019, we will look to leverage that expertise for the benefit of the market, in addition to our direct customers.
3. A close look at the power of culture in organizations today. This is a timely topic that poses challenges to leaders and organizations everywhere. Our unique ability to leverage different thought leaders' expertise will allow us to bring new research and solutions to the market and add more value to our clients.
4. It is estimated that by 2020, more than 60% of the global workforce in leadership ranks will be eligible for retirement. Scalable, fast, and impactful approaches will be needed in every organization to ensure time to performance for emerging leaders at all levels is as short as possible, and any negative impacts to talent, performance, and culture are mitigated. APG has been actively adding new thought-leader partners and platforms that redefine learning and development in this space.

“We sought a partner who would be hands-on, seek to know the causes of our pain, bring discernment and understanding into resolving our problem, and suggest complementary resources to meet our challenges with measurable ideas. Advantage delivered on all of this and more.”

Director of Learning and Development, North American Food Distributor



“We consider Advantage to be a partner, not a vendor. It never feels like they are trying to sell us something. We talk about what we need and their design team works with us to develop it. Even when working with competing vendors, it's always collaborative. There's a huge level of trust in our relationship.”

Senior Director, Learning and Organizational Effectiveness, Global Medical Device Firm

