

COMPANY OVERVIEW



Who is Advantage?

We want to be your learning partner for talent development

"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**

"Being a not-for-profit organization, we need to look very carefully at our return on people development when making investments. Advantage has proven to be a true partner, providing both flexibility and, most importantly, organizational impact."
– CFO, **North American Retail Marketing Association**

"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**

"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**

Get a taste of our many learning resources and best-in-class content partners at apg1.us/free.

Let's get acquainted:
apg1.us/who

Advantage Performance Group specializes in *helping organizations develop great people* by offering exceptional experiential learning virtually or in-person in 3 main areas of talent development:

1. **Helping Leaders Lead**
2. **Helping Sellers Sell**
3. **Helping Businesses Flourish**

A wholly owned subsidiary of BTS North America, Advantage is organized around our client needs—mostly connected to shifts in their business. Our team of highly experienced consultants have both longstanding and new relationships with thought leaders and resources that allow us to curate best-in-class collaborations in learning and development. Examples include:

- Behavioral change, strategic alignment, and competency development
- AI activation, AI-enhanced learning, leveraging AI for strategy and innovation
- ICF-certified executive and leadership coaching
- Custom simulation and instructional design tailored to your organization
- Engagement models like work-for-hire projects, individual coaching, and turnkey assessment platforms
- Curriculum-based training and development needs with standard or tailored solutions
- Learning journeys for creating or bolstering leadership, culture change, influence, emotional intelligence, high performance, decision-making, financial literacy, innovation, and more.
- 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 large and small teams alike
- A highly experienced group of independent Advantage consultants in markets throughout the U.S. to provide dedicated, local support
- Our proprietary [High Impact Learning Systems®/The Advantage WaySM](#) methodology for delivering measurable business results.

What makes us different, according to our clients:

- We're an **insightful** organization that serves as a single source of world-class thought leadership. We orchestrate expertise to deliver business results.
- We're a **creative** organization that brings inspired ideas to life through imaginative, yet practical, solutions.
- We're **relentless** in our pursuit to become your most accountable partner, delivering what we promise so we will continue to be the first call you make when you have a need in leadership or talent development.
- We're **recognized** and honored to be a Top 20 Leadership Training Company, a Top 20 Sales Training Company, and the recipient in partnership with our clients of 12 Brandon Hall Group Excellence awards, including 5 Gold, for innovative and impactful learning initiatives.

