

The Performance Lab No 33

Catalog of Services

2024



Hello!

Free Workshop Pilot Offer!

1-Hour Live Virtual Webinars

Via video platforms such as Zoom, Webex,
Microsoft Teams, GoTo Meeting, or other
platforms provided by the client

The free 1-hour webinars are a way for you and your team members to gain firsthand experience with our workshop offerings. In addition, they not only provide an opportunity to gain usable insight and learning in specific fields of interest but also can help you decide whether any of our offerings are right for your organization.

This offer applies to every one of our programs that we offer as a workshop, including productivity, manager excellence, decision making, sales effectiveness, and more.

TO TAKE ADVANTAGE OF THIS OFFER, VISIT THE WEBSITE (THELAB33.COM) OR CLICK HERE

APPLICABLE TO ANY WORKSHOP WE OFFER!



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Welcome!



The Performance Lab Catalog of Services 2024

The Performance Laboratory No 33

Impact-Driven Performance Advisors

Thank you for considering our improvement-focused services that provide practical solutions for organizations and individuals striving to enhance their performance. In a competitive, value-focused landscape where excellence is imperative, our services focus on performance improvement, operational efficiency, and professional development. Our catalog offers a comprehensive array of services carefully curated to help you reach your performance goals and maximize your potential. We would be honored to work with you to experience a path of improvement and achievement, where our expertise and guidance are here to assist you in realizing your aspirations. Welcome to The Performance Laboratory No 33, where we are dedicated to making performance enhancement accessible and achievable for everyone.



About us

The Performance Lab (“The Lab”) is a consulting firm specializing in organizational performance improvement. Offering customized solutions, the firm assists businesses and organizations in enhancing profitability, streamlining operations, increasing productivity, and achieving performance goals. Our team of experienced consultants provides strategic planning and execution support, optimization services, process assessment & improvement, performance measurement & improvement, professional skill enhancement, productivity, and change management services.

Equipped with proprietary tools and proven methodologies we empower clients to achieve measurable, sustained improvements in performance. Additionally, we collaborate with clients to ensure successful implementation of recommendations and support long-term sustainability. Our mission is to help clients realize their full potential by improving operational efficiency, enhancing productivity, and increasing profitability. and value delivery.

Working closely with clients, our experienced consultants develop tailored solutions aligned with specific needs and objectives. Ultimately, The Performance Lab strives to enable clients to achieve their full potential by optimizing performance, operational efficiency, productivity, and value delivery.

Our Advisors


The Lab started as a performance think-tank, comprising subject matter experts, thought leaders, and critical thinkers who convened to address pressing client issues in various disciplines. Our Advisors’ professional backgrounds include Chief Information Officer, Executive, Senior Vice President, Vice President, Director, Managing Director, Managing Consultant, and global Manager roles, contributing the following expertise:













Business Unit Strategy, Planning, and Execution	Employee Productivity and Job Success	Performance Planning
Business Process Improvement	Performance Improvement; individual and Business Unit	Learning & Development, Workshops, and Training
Leadership & Management	Assessments & Focus Group Studies	Speaking Engagements, Keynotes, and Lectures
The Total Employee Experience	Office and User Work-Process Optimization	Change Management; Navigating Change
Performance Planning & Management	Presentation and Public Speaking Improvement	Sales and Selling



Performance Improvement Services



Performance. We believe that performance is the efficient process of achieving a desired outcome or purpose for a given initiative. This implies that the determinants of performance are objective; to be otherwise is a recipe for ineffectiveness and failure. Overall, we define performance as the achievement of objectives through effective management and leadership, focusing on long-term success and a comprehensive understanding of the factors that influence performance, including operations, quality, employees, clients, and the organization’s brand.

-  Service Engagement
-  Workshop (ILT + virtual)
-  Cohort
-  Small Group & 1-on-1 Coaching

<p>Business Unit Strategy, Planning, and Execution</p> <p>BU Strategy Development and Support Services</p> <p>Business unit-level strategy is about competitive advantage. It defines things an organization must do to gain a sustainable advantage in its market and remain viable. We help companies at every stage of the strategy process, including strategy coaching and training, conducting and facilitating workshops, strategy planning and development support, plan execution, plan management, and progress tracking (using Balanced Scorecards and other tools). We incorporate the new paradigm developed by Tab Edwards for executing business strategy and achieving meaningful business results: Management By Initiatives.</p> <div></div>	<p>Leadership and Management Excellence:</p> <p>Toward Excellence: The 3 Pillars of Managerial Job Success ★</p> <p>We have defined Three Pillars of Managerial Job Success: (1) Direct reports’ job success; (2) Direct reports’ success enablement; and (3) the manager’s personal job success. In addition, managers MUST get these things right: credibility, trust, enablement, accountability, feedback, micromanagement awareness, productivity, and the performance review processes. This program is based on the book “On Management” (2024) by Tab Edwards and The Performance Lab No 33.</p> <div></div>	<p>Leadership and Management Excellence:</p> <p>Leading - For Individual Contributors and Managers</p> <p>We believe that a leader is anyone responsible for accomplishing work goals, objectives, or other Key Performance Indicators (KPIs). The workshops incorporate understanding ‘Leadership,’ self-leadership vs. conventional leadership, and why (self-) leaders fail. We also incorporate cornerstone leadership skills (and how to improve them), including strategic thinking and job success, intentional work behaviors, communication, persuasion, influence, credibility, achieving personal-job balance, feedback, and others.</p> <div></div>	<p>Leadership and Management Excellence:</p> <p>Presentation Skills and Public Speaking Workshop</p> <p>Seventy-four percent of us have a fear of public speaking, an anxiety known as glossophobia. This workshop will help participants overcome those fears and become better public speakers and presenters. This hands-on, active session is filled with innovative coaching methods that have proven to enhance presentation and public speaking skills for every participant—literally. The workshop has been delivered to individuals and organizations globally, and every participant in every session has demonstrably improved their presentation and public speaking effectiveness.</p> <div></div>
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Performance Improvement Services - Continued

<p>The Employee Experience: Total Employee Experience Assessment (TEEA)</p> <p>An employee's 'total experience' reflects their overall satisfaction with their job and the work environment. The TEEA is designed to gather forthright, candid, fact-based, actionable knowledge, and insight into the workforce's challenges, needs, desires, and recommendations. This information will enable leaders to make changes that drive greater motivation, engagement, and retention (a predictor of turnover), ultimately resulting in professional satisfaction and job enjoyment.</p> 	<p>The Employee Experience: Productivity: The Productivity Assessment</p> <p>All improvement requires change, but change is not possible without knowledge. We help organizational leaders by providing the insight and knowledge necessary to identify opportunities for improvement and the changes required to achieve desired improvement outcomes and goals. Through a combination of data gathering methods and tools, we gather, synthesize, analyze, and interpret information and data to assess the current state of productivity and make recommendations for improvement.</p> 	<p>The Employee Experience: Productivity: The 50-Hour Workweek in 20 Hours ★</p> <p>The typical office-based worker in the U.S. works approximately 50 hours per week. However, an unfortunate reality of work is that the average worker only spends about 15 hours a week on 'important' tasks. Our 50-20 Workshop has been shown to help individuals reduce the number of wasted, non-productive hours by up to 60%, while delivering higher-quality work. Note: The workshop can incorporate PCs/laptops, tablets, mobile phones, old-school notebooks, email, and calendars for maximum effectiveness.</p> 	<p>The Employee Experience: Job Success: Doing Your Job Successfully</p> <p>A person's job success is not determined when they are hired for a position. Instead, it is determined well before then. Job functions and responsibilities are outlined based on the necessary activities identified by the organization's leaders, which must be performed by the person holding a certain position for them to contribute to overall organizational success. Therefore, our approach is not simply to coach workers on performing their jobs more effectively. We also incorporate and address the non-job impacts on employee performance.</p> 
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All organizations want to improve some aspect of their business or service. Improvement is not possible without change, and change is not possible without profound knowledge. Do you know what the measurable opportunity for improvement is in your organization?



Performance Improvement Services - Continued

Performance Planning Services

At least 53% of the criteria for evaluating workers are subjective, and another 18% could go either way. This means that as much as 71% of a worker's performance effectiveness and job success could be based on interpretation, personal feelings, and the opinions of the worker's manager. When this occurs, the worker, manager, and organization suffer.

Our team of Advisors can examine any organization's employee performance plan and identify three common demotivating errors that lead to inadequate job performance and hinder business unit and organizational success.

A key to strategic execution speed is the organization's workers and how they are mobilized, supported, held accountable, and engaged in organizational strategies. For a strategy to have the best chance of success, organizations must develop an approach to cascade organizational goals down to the worker level and include them in the worker's job performance plan as individual, measurable goals and objectives (metrics) to be accomplished or achieved by the worker to be considered "successful" in their job.

An organization's workers are more engaged and productive when they know what is expected of them and have a clear understanding of how their role in the organization contributes to the organization's performance, as measured by goal accomplishment.

The performance plan should not simply be a vehicle used to measure job effectiveness and success. It should also be a motivational tool, a development tool, and, equally importantly, a guide rail toward success; it should direct workers' focus toward performing activities and completing tasks that directly contribute to achieving their job goals and objectives. By focusing their efforts on those activities that have an impact, workers perform their jobs more productively, increasing the likelihood of their job success. We can help you achieve this.

Organizations interested in improving their managerial performance planning process and outcomes can engage with us in a variety of ways: through an Assessment, a service engagement, in-person and virtual workshops, in-person and virtual cohort programs, and 1-on-1 and small group coaching.

Performance Improvement Services - Continued

The Action Feedback Loop

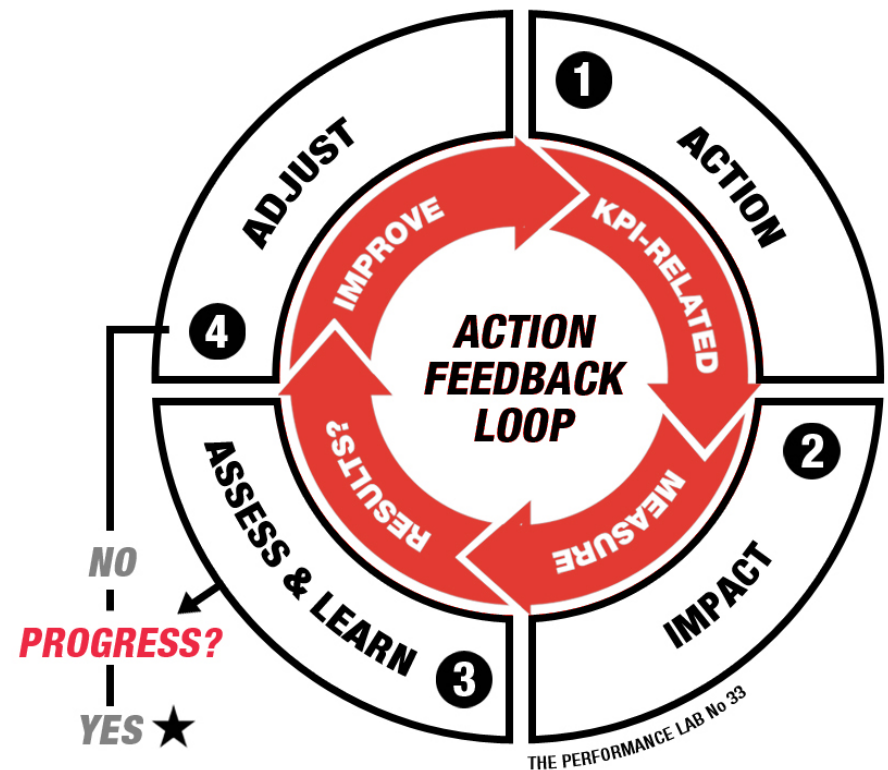
Eighty percent of monthly or periodic 1-on-1 reviews/meetings between the manager and employee are ineffective.

Why? Because these meetings fail to achieve their intended purpose: to make progress toward and ensure the employee's success.

Periodic 1-on-1 meetings between the manager and direct report should focus on the employee's experience and achieving their job success in the current year. However, these meetings often devolve into casual "How ya doin'?" and "How's everything?" conversations that do little to strategically plan the employee's successful year, where "success" is defined by accomplishing key Performance Indicators (KPIs).

The most fruitful 1-on-1 meetings are intentional and follow a format we have designed into our **Action Feedback Loop** performance review model. This format includes:

- A review of the employee's KPIs and a discussion of the impact of their work activities/actions on achieving the KPIs.
- A review and discussion of the measurable impact of the employee's work activities toward achieving the KPIs and by how much. Measurement should be possible because, in our opinion, all KPIs should be specific and measurable. It is not well-defined if you cannot answer "how much and by when" for each KPI.
- A review and discussion (i.e., assessment) of the employee's work activities, their impact (or lack thereof), and any key learnings. If the actions resulted in progress toward achieving a KPI, then celebrate.
- Documented adjustments needed. If the employee's actions had no or a negative impact on achieving the KPIs, then course-correct; make adjustments to the action plan, productivity practices, and work behaviors, and document them. The adjusted action items become the actions (step 1) in the feedback loop for the next 1-on-1 meeting.





Professional Skill Enhancement

Toward Excellence

Professional skill enhancement refers to the process of improving and developing the skills and competencies necessary for success in a particular job, profession, or field. This can involve acquiring new skills, refining existing ones, and staying updated with the latest trends and best practices relevant to one's profession.



Service Engagement



Workshop (ILT + virtual)



Cohort



Small Group + 1-on-1
Coaching

The Manager Excellence Program



From Competence to Excellence

Our team members have worked with managers and leaders at two-thirds of the top 20 Fortune® 500 firms, with organizations ranging from SMBs to global enterprises, and across industries ranging from slow-moving to fast-paced, dynamic sectors. Through these experiences, we have identified five management practices that, if executed properly, will elevate a manager's proficiency quickly. These practices form the foundation of our Manager Excellence program: Strategic Planning & Execution, Manager Proficiency Assessment, Emotional Safety, Performance Planning, and Productivity.



Building The Business Case:

Moving ideas and Proposals Forward with Greater Success

A Business Case is a management proposition for determining which investment to make among the many projects under consideration. Typically, a presenter prepares it for decision-makers to obtain project approval to proceed and/or secure funding for proposed initiatives. Generally, a business case is an organization's justification process for project selection. The workshop is designed to help you increase the likelihood that your project will be selected and that you will successfully deliver desired outcomes, all while improving your ability to propose, win, and deliver successful engagements.



Practical Decision Making:

Achieving Desired Outcomes By Making Better Choices

Fundamentally, we make decisions to achieve success. Toward that end, we must make choices. In that respect, decision-making is a problem-solving endeavor. This workshop focuses on helping people make better, more informed, and less risky decisions, leading to positive outcomes while avoiding bad or harmful choices that can lead to failure. It incorporates lectures, discussions, case studies, real-world situation analyses and exercises, games, and lots of levity.





Professional Skill Enhancement - Continued

Real World Negotiation:

A Focus on the Successful Practices in Real World Negotiations

The Real World Negotiation Workshop provides participants with an experiential, interactive, situation-based exploration and understanding of the theory and practice of negotiation. Through a blended model of instruction, discourse, situation analyses, real-world role-play exercises, and practice negotiation sessions, participants will acquire real-world insight, tools, techniques, and a framework for maximizing the value of negotiated outcomes by navigating the stages and elements of a proven negotiation approach.



Professional Sales Workshop:

"Lessons of the Navel Orange"

Question: How would you sell me an orange? The answer is not as simple as you might initially believe. Here's a hint: The fact that your product is an orange is mostly irrelevant.

This workshop is by far the most fun and engaging we have delivered. It is also one of the most effective. Through instruction, group discussion, team-based and individual working sessions, situation analysis, case studies, and role-play exercises, participants are skillfully moved from their current state or paradigm of selling to a higher level of understanding and proficiency.



The benefits of professional skill enhancement are numerous and can have a significant impact on an individual's career growth and success, as well as on the organization they work for. Continual skill enhancement is essential for staying competitive, relevant, and effective.



Operational Excellence

Toward Excellence: SYKL



At The Performance Lab, we introduced **SYKL** (pronounced *cycle*), a cutting-edge approach to performance improvement rooted in **systems thinking**. At its core, SYKL recognizes that all elements in an organization, including managerial performance, are interconnected, and the system of elements works as a whole to achieve team, department, functional area, operating unit, and overall organizational goals.

Conceptually, organizations function as a connected cycle of activity, or “**SYKL**,” with no clear beginning or end and require viewing organizational excellence as a continuous and ongoing process constantly evolving and adapting to internal and external changes. Through our SYKL approach, organizations can take a holistic view to understand performance and proficiency, identifying the opportunity to adjust the right levers to achieve desired outcomes. This involves identifying the system’s feedback loops, patterns, and relationships and making necessary adjustments. It is through a holistic approach such as SYKL that organization leaders can make more informed, actionable decisions that consider all of the impacts on individual, team, department, business unit, and organizational performance.

W. Edwards Deming, an influential figure in the field of quality management, emphasized several principles for performance improvement, emphasizing the need for a systematic approach to performance improvement that focuses on continuous learning, data analysis, employee involvement, and the creation of a supportive work environment.



Operational Excellence

THE LAB A Performance Improvement Framework



Service Engagement



Workshop (ILT + virtual)



Cohort



Small Group + 1-on-1
Coaching

Assessments and Benchmarking

The Performance Assessment

The first stage of any improvement effort is to understand the current state of performance in the entity under consideration for improvement and then establish a benchmark. This is best accomplished through an Assessment, a process of systematically gathering evidence on how well performance matches goals, expectations, and standards, analyzing and interpreting the evidence, and using the resulting information to document, explain, and improve performance. Our Assessment experts are global thought leaders who literally wrote the book on the topic.





Operational Excellence - Continued

-  Service Engagement
-  Workshop (ILT + virtual)
-  Cohort
-  Small Group & 1-on-1 Coaching

Process Improvement:

Identifying and Proposing changes Necessary for Improvement

Our process improvement service is designed to enhance efficiency, effectiveness, and overall performance within an organization by analyzing and optimizing operational processes. Through a systematic approach, our experts identify areas of inefficiency, bottlenecks, or redundancies within existing workflows. We develop tailored strategies and solutions to achieve desired improvements. The ultimate goal is to drive continuous improvement, enabling the organization to adapt to changing market demands, enhance customer satisfaction, and achieve sustainable growth and other desired outcomes.



Sales Organization Optimization:

A SYKL Approach Toward Sales Effectiveness

We define 'sales effectiveness' as proficiency in accomplishing goals and objectives, performing sales activities with a degree of skill and competence, and managing sales through strategic, process, organizational, enabling, development, and resource components. Our program incorporates sales strategy, the sales organization (its impact on sales performance, effectiveness, and customer engagement), alignment & coverage models, sales process & playbook, talent development, transition management, enablement, and reporting, monitoring & measurement.



Managed Print Services / PaaS Decision Support:

Helping Leaders Make the Best Decision

We believe that a leader is anyone responsible for accomplishing work goals, objectives, or other Key Performance Indicators (KPIs). The workshops incorporate understanding 'Leadership,' self-leadership vs. conventional leadership, and why (self-) leaders fail. We also incorporate cornerstone leadership skills (and how to improve them), including strategic thinking and job success, intentional work behaviors, communication, persuasion, influence, credibility, achieving personal-job balance, feedback, and others.



Marketing Effectiveness:

Embrace Change and Achieve Marketing Excellence

The digital transformation of enterprises has led to new channels and a deluge of customer data. To achieve marketing excellence, it is crucial to prioritize marketing agility due to this influx of customer data and new channels. For a marketing activity to benefit from agility, it must meet specific criteria, including market response unpredictability, activity decomposability, and others. Our approach involves using data and analytics to quickly identify promising opportunities or solutions, test them, evaluate the results, and make necessary changes. We emphasize flexibility, responsiveness, and iteration in marketing strategies and decision-making.





Keynotes, Seminars, and Speaking Engagements

Hosting a Keynote speaking event can help the hosting organization establish its thought leadership and credibility in its industry. By bringing in a well-known and respected speaker to deliver a keynote address, the organization can position itself as a leader in its field and showcase its knowledge, expertise, and innovative ideas to potential customers, partners, and investors.

Keynotes:

Growth, Development, and Motivation

Keynote Addresses (45 to 60 minutes), Motivational Seminars, Professional Seminars, Custom Seminars, and Workshops delivered at meetings and conventions should be inspiring, entertaining, and informative to motivate professionals to higher levels of interest and achievement. Anything short of this outcome will leave participants feeling like their time could have been better spent elsewhere, which is not the objective.

Our team of accomplished, experienced presenters will not only motivate your team members but will also engage and uplift them in the process.

Formats: Keynote: 30 to 60 minutes; Speaking Engagements: to 2 hours; Seminars: 1 to 4 hours; Link Presentation: 30 - 60 minutes

Keynotes, Seminars, and Speaking Engagements:

Engagement Topics

Topics for Keynote Addresses, Motivational Seminars, Professional Seminars, Custom Seminars, and Workshops include:

- Individual Achievement
- Strategy and Management By Initiatives
- Sales
- Performance Improvement
- Leadership & Management
- Negotiation
- Navigating Change
- Decision Making
- Productivity
- Job Success
- Persuasion & Influence
- The Employee Experience
- Being "Better"
- Client-Tailored Content



Thank You for Your Consideration!

For additional information on any of the services described in this brochure, please get in touch with us at 445.895.1665 or Info@TheLab33.com. Or feel free to visit our website: www.TheLab33.com

Become a member of The Lab's Think Tank!

If you are generally considered to be a thought leader or subject matter expert in a specific area, or if you are a critical thinker, please consider becoming a member of The Lab No. 33. More information can be found here: www.TheLab33.com.

