



Effective Strategies in Change Management; Organizational Analysis & Design; Training Design, Development & Evaluation; Communication Planning

PERFORMANCE GROUP

George M. (Bud) Bencoter, Jr. President

Career Highlights

- ◆ Developing change management programs for Fortune 100 companies
- ◆ Developing and implementing organizational performance improvement strategies
- ◆ Development and implementation of strategic communication strategies
- ◆ Developing and implementing national training programs for a large Federal government agency
- ◆ Developing job competency & skill models
- ◆ Developing high performance work teams
- ◆ Project management for large multi-site projects
- ◆ Development, implementation and management of national marketing initiatives
- ◆ Graduate teaching experience at a number of universities, including the Wharton School of Business
- ◆ Currently teaching at the Fuqua School of Business, Duke University

Competitive Advantage has as much to do with internal factors as the products or services a company markets. Today’s most effective leaders invest heavily in the *people and processes* that drive their organization.

An Objective Partner

Through any internal changes – from organizational restructuring to training programs – the most valuable team member may be outside the corporate circle. GMB Performance takes an objective, unbiased look at your unique situation and works collaboratively with key executives to develop and manage a plan of action.

Since 1982, GMB president Bud Bencoter has provided a wide range of training, communications, and management solutions to organizations of all sizes. Emphasis is placed on the transfer of skills and technology to the client, ensuring continued success of the program for years to come.

Change Management

Effective change must be lead before it can be managed. A well



developed, well implemented communication plan is key. GMB Performance provides an objective analysis of the risks involved, the stakeholders affected by the change, a strategy for leveraging supporters as well as dealing effectively with those who may resist the change.

“People don’t object to change. They object to BEING changed.”

Methods and Deliverables:

- Stakeholder Assessment
- Impact and Influence Strategy
- Impact Assessment
- Communication Strategy/Plan
- Metrics/Success Measures

Organizational Development

Restructuring, new business processes, performance issues, mergers and acquisitions, entering



a new market niche – these common challenges are often facilitated by outside help. GMB Performance Group works with your organization to identify the key factors affecting overall company performance, as well as unit, team and individual performance. We blend a number of disciplines into the solution including management science, process re-engineering, performance management, human resource development, team effectiveness assessment and motivational practices. At GMB, we work collaboratively with our clients, focusing less on giving the *answer* and more on *sharing the knowledge* of how to work with people so our clients may find their own answers.

Methods and Deliverables:

- Process Design/Redesign
- Organization Design including ideal work units and reporting structures
- Change Management Strategy
- Communication Strategy
- Performance Management Plan

Performance Improvement

Methods and Deliverables:

- Performance Analysis
- Gap Analysis
- Work Environment Assessment
- Hiring and Placement Assessment
- Incentive System Analysis
- Motivational Practices

Training

GMB Performance Group's approach to training design and development is rooted in on-the-job performance requirements. We believe training design, delivery and evaluation should reflect actual job requirements, and the ultimate value of training is measured by changes in performance back on the job.

Methods and Deliverables:

- Job performance analysis
- Job task analysis
- Audience analysis
- Best Practices design methodology
- Job aids
- Comprehensive training evaluation

Communication Coaching

We work with teams and individuals to improve their communication skills in such areas as:

- Developing and Delivering Powerful Presentations
- Meeting Management
- Written Communications

Education

- ♦ Ph.D., Instructional Systems Penn State University, 1983
- ♦ M.Ed., Curriculum/Instruction Penn State University, 1980
- ♦ B.A., French Grove City College, 1966

Awards/Honors

- ♦ 1997 Excellence in Teaching Award. College of Management. Penn State University, Great Valley Campus
- ♦ Leadership Award Recipient, 1994. International Society for Performance Improvement
- ♦ Outstanding Professional, 1992. Great Valley Chapter, International Society for Performance Improvement

Publications

- ♦ **How to Identify and Analyze Problems in Your Organization.** The Consultant's Tool Kit. Mel Silberman, Editor, McGraw-Hill, 2001.
- ♦ **Review of Tom Gilbert's 20th Anniversary Tribute Edition, Human Competence: Engineering Worthy Performance.** Performance Improvement Journal. 1998.
- ♦ **A Performance Technology Approach to Improving Evaluation.** Performance Improvement Journal. 1997
- ♦ **Performance Technology & HRD: It's Now or Never.** Conference Proceeding, ISPI Conference, 1996.
- ♦ Co-authored chapter in **Performance Engineering at Work.** Peter Dean, Editor, IBSTPI, 1994.