

The Professional Biography of

Guy W. Wallace

Certified Performance Technologist

April 2010

I help my clients leverage their existing Master Performers' knowledge and skills to help **average up** the performance of everyone else. That has reduced turnover and reduced the cycle times and costs to achieve performance competence.

I conduct quick analysis and design efforts that focuses learning, either Formally or Informally, squarely on performance competence.



Performance Competence:

Is the ability to perform tasks to produce outputs to stakeholder requirements.

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Leverage Your Master Performers for a Path to Higher Performance

Guy W. Wallace has been in the Training & Development field since 1979, and has worked as an external performance improvement consultant to government and industry in the US and abroad since 1982. His clients have included over 60 companies, with over 40 US Fortune 500 firms.

He has conducted many repeat projects with many of those clients, up to dozens for several firms over a 10-20 year span. *See overviews of over 250 projects, by client name, starting on page 11.* These collaborative consulting efforts were focused on improving critical process performance and creating ROI and Value Add.

His early methods for **Curriculum Architecture Design via a Group Process** were first published by Training Magazine in September 1984.

Guy has analyzed human performance requirements within targeted enterprise processes and then designed/ developed training & development, and other non-instructional improvement interventions, for almost every type of business function and process, across a wide variety of industries.

Guy has designed over 2000 days of T&D content in many modes/media, including traditional/ instructor-led, WBT, and Structured OJT for coaches and mentors to deliver.

He is the author of 5 books, has 2 in progress, and has published more than 90 articles. His lean-ISD book received an ISPI Award of Excellence in 2002. *See his publications history starting on page 31.*

He has presented more than 90 times at international conferences and at local chapters of the International Society for Performance Improvement (ISPI), the American Society for Training & Development (ASTD), and at BPM– Business



Guy W. Wallace April 2010

Process Management, the Conference for Nuclear Training & Education (CONTE), Midwest Nuclear Training Association, Association for Behavior Analysis, ASEE, and several Lakewood-Training Conferences, since 1983. *See his presentation history starting on page 35.*

Guy was the treasurer and an executive director on the 1999–2000 board of ISPI, and was elected to the position of President-Elect for 2002-2003, serving as ISPI's President for 2003-2004.

His professional biography was listed in Marquis' Who's Who In America in 2001.

Guy was designated a Certified Performance Technologist (CPT) in 2002. He was recruited in 2004 as an ISPI Professional Community Thought Leader for the Instructional Systems ProComm.

Guy was awarded ISPI's Honorary Life Member in 2010, after receiving unanimous votes from 2 successive ISPI boards, for his contributions to the Society and for his contributions to the technology of performance improvement.

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Guy W. Wallace

President, EPPIC Inc.
Certified Performance Technologist

Professional Biography

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Guy W. Wallace— Key Areas of Expertise

Guy's ability to assist his clients in achieving peak performance is due to his collaborative and creative approaches, plus his planning abilities, his project management abilities, his analytic abilities, and his design abilities.

He has over 30 years of business experience in improving human performance within enterprise process performance as measured by that entity's specific business metrics. Specifically, Guy's experience is in the following types of efforts:

- ▶ Performance Modeling (PM) and Enabler Analysis (EA). Since 1979, Guy has conducted more than 200 group process Performance Modeling and Enabler Analysis sessions for application in T&D product development efforts, as well as for process/performance improvement projects.
- ▶ Curriculum Architecture DesignSM (CAD). He has conducted 74 performance-based CAD projects since 1982 for a wide range of industries and business functions/processes. He is the author of The PACT Processes for T&D's *lean-ISD*SM methodology for CAD. The early methods for Curriculum Architecture Design via a Group Process were published in Training Magazine in September 1984.
- ▶ Modular Curriculum DevelopmentSM (MCD). Guy has conducted more than 50 performance-based MCD (ADDIE-like) projects since 1982 for a wide range of industries and business functions/processes and for individual contributors to top executives. He is the author of The PACT Processes for T&D's *lean-ISD* methodology for MCD.
- ▶ Instructional Activity DevelopmentSM (IAD). He has designed and developed more than two dozen performance-based simulation exercises for performances covering executive development, labor relations, high-tech product and marketing management, sales, ISD, plus many others. He has also built performance-based selection instruments, demonstrations, and qualification/certification tests using the PACT analysis and design methodologies. Guy is the author of The PACT Processes for T&D's *lean-ISD* methodology for IAD.
- ▶ ISD Project Planning and Management. He has planned and managed over 250 Improvement projects since 1979.
- ▶ Guy is the author of The PACT Processes for T&D, a set of *lean-ISD* methodologies for the planning, management, analysis and design/development of performance-based T&D.

- ▶ Guy is the author of The Enterprise Process Performance Improvement (EPPI) Methodologies, which is an expansion beyond PACT to address all of the variables of process performance.
- ▶ Group/Team Process and Facilitation. He has facilitated more than 300 group meetings to accomplish quick and thorough performance and enabler analysis and to then design interventions to accomplish both human performance and business process improvement goals.

Clients

Guy has consulted with many Fortune 500 — 23 of the current top 500 (2009) and over 40 in total since 1982.

He has also worked with US government agencies and organizations: NASA, Norfolk Naval Shipyard, NAVAIR and NAVSEA, and several non-US corporations including BP, Imperial Oil of Canada, Novacor, Opel, and Siemens.

Specific projects with brief overviews for the following 62 clients follow on page 11.

Clients 1982-today

Abbott Laboratories, ALCOA Labs, Alyeska Pipeline Services Company, American Management Systems, Ameritech, Amoco Corporation, Arthur Andersen, ARCO of Alaska, AT&T, AT&T Communications, AT&T Microelectronics, AT&T Network Systems,

Bandag, Bank of America, Baxter, Bellcore Tech, British Petroleum-America, Burroughs, Channel Gas Industries/Tenneco, Commerce Clearing House (CCH), Data General, Detroit Ball Bearing, Digital Equipment Corporation, Discover Card, Dow Chemical, EDS, Eli Lilly, Exxon Exploration, Fireman's Fund Insurance, Ford Design Institute, Ford Motor Company, General Dynamics, General Motors, GTE,

H&R Block, Hewlett Packard (HP), Illinois Bell, Imperial Bondware, Johnson Controls, Lockheed, MCC Powers, Motorola, Multigraphics, NASA, NASCO, NAVAIR, NAVSEA, NCR, Norfolk Naval Shipyard, Northern Telecom, Northern Trust Bank, NOVA, Novacor, Occidental Petroleum Labs, Pacific Gas & Electric, Siemens Building Technologies, Spartan Stores, Sphinx Pharmaceuticals, Square D Company, Valuemetrics, Verizon, and Westinghouse Defense Electronics.

Work History

An extensive list and overview of Guy's numerous consulting projects while a partner at SWI (1982-1997), a partner at CADDI (1997-2002) and at EPPIC (1982-2007 and 2010 to today), is presented beginning on page 10.

EPPIC, Inc. (2010 – current)

Guy re-launched EPPIC in mid-April 2010 in his return to consulting.

Wachovia—General Bank Group (2008 – 2010)

Guy was asked to join this group as a VP/Director, in charge of Curriculum Architecture, to implement his lean-ISD/ PACT Processes methodologies by a by his boss, a member of a former client group in another firm. The financial melt-down of 2009 ended that effort with the merger with Wells-Fargo and the end of that terminal objective.

EPPIC, Inc. (2002 – 2007)

Guy founded EPPIC in the fall of 2002 to continue to offer the same consulting services as he has since 1982...in both instructional and non-instructional performance improvement efforts, primarily using his performance-based EPPI methodology (Enterprise Process Performance Improvement), and the PACT Processes for T&D.

CADDI, Inc. (1997 – 2002)

Guy was the majority owner, one of the two founding partners of CADDI, Inc. (Curriculum Architecture Design & Development Institute, Inc.). CADDI was intended to continue to provide both the PACT Processes instructional design and development service offerings, as well as the non-instructional EPPI –Enterprise Process Performance Improvement projects for mainly Fortune 500 enterprises.

SWI—Svenson & Wallace, Inc. (1982 – 1997)

Guy, a partner in SWI, conducted more than 150 projects while at SWI for 15 years. He developed and led SWI's T&D/ISD practice area and coordinated the efforts of the internal and external consultants he recruited and assigned to SWI's ISD projects. He also headed the SWI marketing team and led its efforts in advertising, promotions, and publications.

Motorola (1981 – 1982)

Guy was at the start-up of Motorola's Education & Training Center, later known as Motorola University. He was one of the original 13 training project supervisors and was responsible for the manufacturing, materials, and purchasing segments of the internal Motorola training market.

He developed some of the first corporate quality training programs at Motorola; his first in 1981 was a series of self-paced reading and workbook modules for quality concepts (SPC) and tools (charting) and a T&D administration system targeted at Motorola's manufacturing supervisors. He also developed self-paced modules covering the legal aspects of purchasing for Motorola populations in the sales, engineering, and purchasing functions.

Wickes Lumber (1977 – 1981)

While a student at the University of Kansas, Guy worked part-time as an inside salesperson at the Wickes Lumber center in Lawrence, Kansas. After obtaining his Bachelors degree in August 1979, Guy began as a program developer at Wickes Lumber's corporate headquarters in Saginaw, Michigan.

There he was a project leader for a three-person team that produced 24 video-based product knowledge training programs the first year. He was primarily responsible for the development of video-based, self-paced training packages addressing the performance-based needs of management, contractor sales, inside sales, and inventory management for personnel in the 275-plus lumber centers across the country.

U.S. Navy (1972 – 1975)

Rated a Journalist, 3rd Class in the U.S. Navy, Guy ran the on-board, closed-circuit TV and radio stations and was editor of both the shipboard newspaper and cruise books while aboard the U.S.S. Okinawa, LPH-3.

He is a graduate of the Department of Defense Information School at Fort Benjamin Harrison, Indianapolis, where he received training in both print and broadcast journalism.

Educational Background

Bachelor of Arts in Radio/TV/Film
University of Kansas, 1979

Print and Broadcast Journalism School
Department of Defense Information School—DINFOS, 1973

Professional Memberships and Affiliations

- International Society for Performance Improvement - ISPI
 - Local chapter and International Member since 1979
 - Board of Directors - Treasurer/Executive Committee 1999-2001
 - President-Elect 2002-2003
 - President 2003-2004
 - Instructional Systems Thought Leader (2004-2006)
 - Honorary Life Member (2010)
- Charlotte Chapter - International Society for Performance Improvement
 - Co-founder 2009, President-Elect 2009-2010
- Kansas City International Society for Performance Improvement - KCISPI (honorary member)
- American Society for Training & Development - ASTD
- Professional Biography was listed in Who's Who in America - 2001

Professional References

Baxter

Joe Sener
 Vice President, Business Excellence
 Joe_Sener@Baxter.com

CUNA Mutual

Randy Kohout
 Vice President of Organization Capability
 randy.kohout@cunamutual.com

Randy's LinkedIn Recommendation for Guy:

"Guy is a true instructional design and performance improvement professional, author and practitioner. While I was working at Bank of America we commissioned Guy and his CADDI team to redesign the three retail bank learning and development programs into one high performing curriculum design.

As a result of this work we were able to reduce turnover at the frontline

teller positions by an average of 30%.

Guy's ethics and proven approach made the effort very cost effective and fast to implement. I would recommend Guy for his knowledge of human performance technology, for his client service focus and for his business ethics.

- Randy Kohout VP, CUNA Mutual Group - March 22, 2009

General Dynamics

Jonathan White
Program Manager

Jonathan's LinkedIn Recommendation for Guy:

"Guy W. is a true professional with an awesome and robust, scalable process for designing training methodology. He was a tremendous asset to the Navy when I hired him and his process/product has moved the organization into developing 21st century training products"

- Jonathan White - March 3, 2009

Norfolk Naval Shipyard

Arthur (Art) Willoughby
C300Q Operations Quality Manager
arthur.willoughby@navy.mil

Sun Trust

Mary Slaughter
Chief Learning Officer
mary.slaughter@suntrust.com

University of Southern California

Richard E. Clark
Professor and Director, Center for Cognitive Technology, University of Southern California
clark@usc.edu

Dick's LinkedIn Recommendation for Guy:

"My university research center concentrates on R&D in evidence-based performance improvement and one of our goals is to keep track of the ac-

activities of top professionals. Guy Wallace constantly appears on our radar as the best current example of the consummate professional in our field. His broad experience, constant creativity, successful work for his clients and his original contributions to our field all sum together into a very impressive career. Guy has been working in the same field for a quarter century and he could easily rest on his past accomplishments. Yet he continues to create novel and exciting solutions for his clients. He invests considerable effort and so understands both best practice and the huge body of research and evaluation that supports practice.

He also spends quality time helping younger colleagues develop and works to advance our profession through professional organizations such as the International Society for Performance Improvement (where he was elected President a few years back) and the American Society for Training and Development. But what impresses me most about Guy is his ability to think clearly about very complex problems. He has an exceptional talent for stepping back from complex issues and generating simple solutions and insights that are both sensible and effective.”

- Dick Clark - June 28, 2009

Western Michigan University

Dale Brethower, Ph.D.

Professor Emeritus

dalebret@gmail.com

Additional references are available upon request.

Client Projects

1982 - today

Abbott Laboratories

- Design of a 5-day executive development, skills-building program in support of an updated Executive Leadership Pipeline & Development effort. This event utilizes the 3 “facts-based-fiction” Simulation Exercise Business Scenarios from the Executive Forum. 2003
- Design and development of the experiential-educational elements an Executive Forum to kick-off an updated Executive Leadership Pipeline & Development effort, including the design of 3 “facts-based-fiction” Simulation Exercise Business Scenarios to help explore similar, current issues in the company’s businesses that need attention. 2002

- Market Management, Product Management, and Sales Management Curriculum Architecture Design. Guy's 47th performance-based CAD project where three job families, including field and staff personnel, collaborated within several major business processes to support new product introductions, as well as existing product sales. 1993

Alcoa Labs

- Update FRP Process Technology Training. In this effort, we worked with key labs staff to update this intense ten-day course, where the focus was on the ever-evolving technologies for flat-rolled (aluminum) products. 1987.
- Strategic Training Plan Development and Curriculum Architecture Design Guy's 9th performance-based CAD project where the focus was across the entire staff of the Alcoa Laboratories, including the scientists, engineers, technicians, and administrative personnel. It was the largest CAD project tackled to date. 1984.
- Implementation Support Planning. 1984.
- FRP Process Technology Training. Development of a ten-day introductory course for all plant engineering staff on the process technology for flat-rolled products. We used a structured, team-based ISD methodology where Performance Models and Knowledge/Skill Matrices were used to create a course design, leading to development. Worked with plant and labs staff engineers to develop lesson and exercise materials for use by 12 instructors. 1984.

Alyeska Pipeline Service Company

- Pipeline Operator and Maintenance Technician Qualification Systems Development. Guy ran several analysis meetings for pipeline technician job families (out of 17) where the Performance Model and Knowledge/Skill Matrices were used in the development of more than 1,800 performance-based, "performance qualification" tests and not for the training implications of a CAD or MCD. 1994.

American Management Systems

- Consulting Staff Competency Analysis for Career Development System and Learning Resource Architecture Design. In this project, Guy conducted three group analysis meetings covering three key business functions to produce Performance Models and Knowledge/Skill Matrices for the client's later use in articulating business competencies for use in an assessment system and in defining a learning architecture (CAD). In this project, our view of "business application competencies" built on "enabling competencies" was used to segregate and link both the "generic competencies" focus of most approaches, from the specific "performance competencies" business applications that add value. 1993.

Ameritech

- Network Services Management Curriculum Architecture Design. Guy's 24th performance-based CAD project where the focus was on all management populations, building off the previous efforts on second-level management. 1989.
- Distribution Services Second-level Management Curriculum Architecture Design. Guy's 23rd performance-based CAD project where the focus was on second-level managers at Ameritech, based on the CAD done the previous year for Illinois Bell. 1989.

Amoco

- PACT Workshop Delivery: Performance Modeling & Knowledge/Skill Analysis. Guy facilitated this workshop for eight Amoco ISDerS. 1997.
- PACT Process Workshop: Curriculum Architecture Design. The first pilot test of the five-day CAD Design Workshop, which built upon the learners' knowledge and experiences with the Performance Modeling & Knowledge/Skill Analysis Workshop. 1996.
- PACT Process Workshop: Performance Modeling & Knowledge/Skill Analysis #2. The second delivery of the five-day Performance Modeling & Knowledge/Skill Analysis Workshop. 1996.
- PACT Process Workshop: Performance Modeling & Knowledge/Skill Analysis #1. The first pilot-test delivery of the five-day Performance Modeling & Knowledge/Skill Analysis Workshop, which develops the learners' knowledge and skills regarding facilitating the group process for Performance Modeling and then systematically deriving the knowledge and skill enablers. 1996.
- Curriculum Architecture Design Project Design Coaching and Support. Guy's 58th performance-based CAD project where he assisted in the creation of a straw-dog CAD prior to the design meeting, to help the new PACT practitioners play with the data and generate one potential outcome, for use with the Design Team only as an example of what they might themselves produce. 1996.
- PACT Process Workshop: Curriculum Architecture Design. 1996.
- PACT Process Workshop: Performance Modeling & Knowledge/Skill Analysis. This project continued the development of PACT Process practitioners at Amoco. 1996.
- Curriculum Architecture Design Project BEST. Guy's 57th performance-based CAD project where the focus was on the support for the implementation/rollout of a new common process for large capital projects' initial ROI and strategic assessments; the macro-planning and micro-planning; implementation management; and then handoff to the local operations and management. 1996
- White Paper Development: Training Needs Assessment at Amoco. In this project, Guy wrote a short white paper describing the methods, uses, and management issues/opportunities for the systematic needs assessment

process at Amoco Production Company, based largely on the PACT Process for Performance Modeling and Knowledge/Skill Analysis. 1995.

- One-Day Project Planning and Proposal Development Workshop . Guy developed a one-day workshop for using our interview guides and then structuring and developing a situationally appropriate Project Plan and Proposal to deal with conducting analysis, design, development, and pilot-testing the materials for all of the training implications. 1994.
- Two-Day Workshop: Curriculum Architecture Design. Presentation of the then-current CAD workshop, covering both Performance Modeling and Knowledge/Skill Analysis plus the CAD design methodology. The workshop was not nearly long enough for covering the skill development needs of the learners. 1994.
- Training Module Design Template Development. 1993.
- Team Training Curriculum Architecture Design. Guy's 45th performance-based CAD project where existing, overlapping courses and sources for learning about teams and developing team skills were organized into a formal CAD. 1993.

ARCO of Alaska

- Fleet Maintenance Technician. As part of the Pay for Progression Program, Guy created the process/methodology for the entire project and did the analysis of employees who did maintenance on all of the vehicles at ARCO's oil facilities at Prudhoe Bay. 1987.
- AMPS Curriculum Architecture Design. Guy's 27th performance-based CAD project where the focus was on a proprietary materials control system. 1990.
- Maintenance Department Pay Progression Program System Design (Prudhoe Bay). Guy ran several analysis meetings for technician job families where the Performance Model and Knowledge/Skill Matrices were used in the development of more than 2,000 performance-based, "performance qualification" tests that were tied into a pay progression system. This program has been in use for more than ten years and was used as a model for taking the various oil exploration and pumping technologies to China in the mid-1990s. 1990.

Arthur Andersen

- Unit Leader Job Model. The use of the PACT Processes, where a Performance Model was generated to better define a new position and its selection and development implications for a newly formed department at Andersen's St. Charles, IL training organization. 1987.

AT&T

- MCD for Customer Care Organization's Customer Interface Agents. Guy facilitated the analysis and design of this effort, based on the CAD work done the prior year by another consultant. 1998.

- PACT Process Briefing for the Training Staff. Guy conducted a half-day briefing on the PACT Processes for T&D after the conduct of a CAD project for AT&T by a fellow consultant. 1997.
- AETM Curriculum Study. Guy's 8th performance-based CAD project where the focus was on the performance of new account executives in a technical sales channel. 1984.
- Switching Technician Curriculum Architecture Analysis and Design. Guy's 7th performance-based CAD project where the goal was to re-rationalize two 26-week long curricula. Guy did the analysis and then coached the client staff on existing T&D evaluation and then on the methodologies/steps of the CAD design process. They reduced the two courses into one 13-week combination of group-paced and self-paced instructional experiences. 1984.

AT&T Communications

- Sales Management Objectives Workshop. We used the Performance Modeling approach to define performance expectations and set specific numeric objectives for the sales managers. 1987.

AT&T Microelectronics

- Product Management Curriculum Architecture Design. Guy's 20th performance-based CAD project where the product managers of another AT&T organization were the focus. This effort built on the modular structure of the CAD done for AT&T Network Systems. 1988.

AT&T Network Systems

- Global Contract Management Curriculum Architecture Design. Guy's 51st performance-based CAD project where a newly consolidated, global organization designed in detail the three levels of the contract manager job, for the organization to assess all existing T&D to identify the gaps and resources required to support the major business initiative. 1994.
- Delivery of NS 1251: Product Management Process Training. Presentation of the eight-day course we developed in 1986 at a number of sites, including New Jersey, Chicago, Atlanta, and The Netherlands. 1993.
- Redesign of the Product Management and Market Management Curriculum Architecture and NS 1251: Product Management Process Training. Guy's 42nd performance-based CAD project where the existing CAD (then seven years old) was renewed due to major organizational changes. Very little in the CAD was changed, other than which T&D Events were placed on the new jobs created/evolved out of the BPR efforts. 1993.
- Delivery (USA and The Netherlands) of Product Management Process Training. Presentation of the eight-day course we developed in 1986 for the American business units of AT&T NS to product management and market management target audiences from the U.S. and more than ten countries in the major European telecommunications markets. 1992.

- Marketing Personnel Curriculum Architecture Design. Guy's 32nd performance-based CAD project where the focus was on marketing personnel at a high-tech segment of the organization. 1991.
- Applying the Network Systems Marketing Process Training. The use of the PACT Process for MCD was central to producing this four-and-a-half-day course, which taught various marketing tools, including the use of quality function deployment (QFD) within several major marketing business processes. 1991.
- Revise and Pilot-Test Delivery of NS 1251 Product Management Training at NSI—The Netherlands. Pilot presentation of the eight-day course we developed in 1986 for the American business units to determine changes/adaptations required to meet local content issues. The pilot participants decided that the American version should be updated with international issues and then standardized as the global course on the performance competencies addressed. 1990.
- Cellular Systems Product Knowledge Training Design. The use of the PACT Process for MCD, where a detailed design was produced for SME development effort. 1990.
- Delivery of Product Management Process Training. Presentation of the eight-day course we developed in 1986 for the American business units of AT&T NS to product management and market management target audiences from the U.S. 1990.
- Instructor Development for NS Product Management Training. 1989.
- Network Systems Sales Function Curriculum Architecture Design. Guy's 22nd performance-based CAD project for three positions of sales and sales support personnel across five business units. 1989.
- Delivery of Product Management Process Training. 1989.
- Switching Business Unit Sales Function Curriculum Architecture Design Guy's 19th performance-based CAD project where sales representatives of one major business unit were the focus. 1988.
- 1150 Series Self-paced Training. 1988.
- Internal and External Influences on the Product Management Function Training
- Development of Five Self-paced Modules of the Product Management Curriculum. These projects used the PACT Process for MCD, where a multiple set of performance-based courses were generated based on the prior CAD work. 1988.
- Delivery of Product Management Process Training. We supported NS in the delivery of many of the group-paced courses we built for the 1,000-plus product managers within the five business units of AT&T NS, across both North American and European operations. 1987.
- Product Management Process Training. This intense eight-day course was the keystone T&D Event of the comprehensive CAD for NS product managers. This project used the PACT Process for MCD as a follow-on to the CAD methodology. This course was a finalist for the ISPI Award of Excellence for "Best Instructional Product" in 1989. 1987.

- Sales Support Planning and Management Training. 1987.
- Product Support Planning and Management Training. This project demonstrated the use of the PACT Process for MCD, where a multiple set of performance-based courses were generated based on the CAD work and outputs previously produced. 1987.
- Delivery of Product Management Process Training. 1987.
- Delivery of Sales Support Planning and Management Training. 1987.
- Delivery of Product Support Planning and Management Training. We supported NS in the delivery of many of the group-paced courses we built for the 1,000-plus product managers within the five business units of AT&T NS. 1987.
- Product Manager Curriculum Architecture Design. Guy's 16th performance-based CAD project, where the 1,100 product managers' T&D needs were addressed. This design led to the development of many shareable and unique modules and courses of T&D addressing the needs of five business units and other, non-business units, of AT&T. 1986.

AT&T Network Systems International

- Delivery (The Netherlands) of Product Management Process Training. Presentation of the eight-day course we developed in 1986 for the American business units of AT&T NS to product management and market management target audiences from more than ten countries in the major European telecommunications markets. 1992.

Bandag, Inc.

- MCD: Dealer Operations and Production Managers Workshops. This project focused on the continued development of three additional workshops for Bandag's dealer Operations and Production managers, to complement the recently developed and piloted Materials Flow workshop. 1999.
- MCD: Material Flow Workshop. Guy conducted the analysis, design, and development efforts for this three-day workshop targeted at dealer production managers and how to implement and manage the Retread System using the concepts, tools, and techniques from the Theory of Constraints and Synchronous Flow. 1998.
- Win-Win Progressive Discipline. Guy developed an eight-hour, group-paced training course for the management of Bandag's franchise dealers. 1998.
- Modular Curriculum Development (MCD) for Dealership Production Managers. Guy facilitated the analysis and design and then participated with other consultants in the development of more than 12 days of group-paced T&D. 1998.
- PACT Performance Modeling & Knowledge/Skill Analysis of the Technical Support Group. Guy co-facilitated this analysis effort, which later led to a CAD effort conducted by the client. 1997.
- CAD Support for Technical Services Group. Guy assisted the client, a recently trained PACT practitioner, in the analysis efforts for this CAD effort. 1997.

- Curriculum Architecture Design for Franchise Dealership Management Personnel and Bandag Sales Personnel. Guy's 59th performance-based CAD project where the entire operations of a franchise (with the exception of the back-office administration area) was addressed, plus the sales staff of the franchiser (Bandag). Target audiences included franchise management, sales, manufacturing, service, warehousing, and distribution functions. 1996.

BankAmerica Corporation

- Curriculum Architecture Design for Financial Relationship Managers. Guy's 67th CAD project, which leveraged off the 1997 Retail Bank CAD and reduced the time and costs significantly. 1998.
- Curriculum Architecture Design for Retail Branch Personnel. Guy's 62nd performance-based CAD project where the focus was on all levels of branch personnel, from tellers through management. 1997.

Baxter

- Delivery of Problem-solving Training . Guy delivered the Alamo Problem Solving course to an internal audience of various company engineers. 1986.

Bellcore Tech

- Curriculum Architecture Design for Web Masters. Guy's 56th performance-based CAD project, where he co-conducted the design meeting based on the analysis done by others. This project was done without the formal Project Steering Team and other formalities of our standard process. 1996.

British Petroleum—America

- Training Administrative Systems Design Coaching. 1991.
- Front-Line Retail Personnel Curriculum Architecture Design. Guy's 38th performance-based CAD project where the focus was on all field marketing jobs related to the retail operations (service and convenience store operations), including regional and district sales management, store managers, and the roles/jobs of inventory and sales clerks, gas pump personnel, etc. 1991.

Burroughs

- Information Specialists Curriculum Planning. Guy's 6th performance-based CAD project where the focus was on internal Management Information Systems personnel. 1984.

Channel Gas Industries/Tenneco

- Training Plan for Fixed-rate Personnel. Guy's 4th performance-based CAD project. Target audiences included gas transmission pipeline personnel responsible for installation, operations, and maintenance of the pipe, pumps, valves, and turbine engines, plus use and maintenance of their own equipment and vehicles. 1983.

Commerce Clearing House, Inc. (CCH)

- Sales Representative and Sales Management Training Curriculum Architecture Design. Guy's 43rd performance-based CAD project where new-hire field sales personnel and their district and regional managers were the focus. 1993.

Data General

- Sales Curriculum Architecture Design. Guy's 48th performance-based CAD project where existing analysis data was used in a quick design session used to identify gaps in the existing curriculum and estimate resource requirements to meet the key priorities. 1993.

Detroit Ball Bearing

- Curriculum Architecture Design. Guy's 40th performance-based CAD project where the focus was on field sales managers. 1992.

Digital Equipment Corporation

- Quality in Program Management Course Design. Using the PACT Process for MCD, we used a team approach to design an orientation and basic skills-building T&D course on quality concepts and tools/techniques for new program managers. 1992.
- Program Management Curriculum Architecture Design. Guy's 39th performance-based CAD project where the focus was on newly hired, in-the-development-pipeline program managers needed for a business expansion effort. 1991.

Discover Card

- Performance-based Curriculum Architecture Design Training. A one-day presentation of the then-current CAD workshop/materials, covering both Performance Modeling and Knowledge/Skill Analysis plus the CAD design methodology. Learners were to be oriented to the methodology. 1993.

Dow Chemical

- Safety Training Design. Guy's 18th performance-based CAD project where the focus was on cross-functional safety issues at a major chemical refinery site. 1987.
- Secretarial/Administrative Curriculum Architecture Design. Guy's 12th performance-based CAD project where the focus was on secretarial and other administrative personnel. 1986.
- Top Operator Training Curriculum Architecture Design. Guy's 11th performance-based CAD project where the focus was on operators in chemical refinery operations. 1986.

EDS

- Analysis via a Team Process Workshop Development and Delivery. Presentation of a two-day workshop in Detroit teaching the use of our T&D analysis methodology focused on use of “competencies.”. Also attending were members of the local AAA T&D organization. 1991.

Eli Lilly and Company

- Conducted his 74th CAD project for the Clinical Trial Materials Process. 2004.
- Miscellaneous Consulting on T&D Operations and ISD Methodology. 2000.
- Curriculum Management Workshop. A two-day workshop based on Guy’s T&D Systems View (T&D Clockface) Model and upcoming book. 1999.
- CAD: District Sales Managers. Guy’s 69th CAD project, focusing on updating Lilly’s global District Sales Manager curriculum. 1999.
- Leadership and Management Curriculum Architecture Design. Guy’s 61st performance-based CAD project, where the focus was ultimately global (supervisors up to the upper management ranks across all business units). This project’s front-end analyses were conducted via individual interviews instead of our standard group method and produced the North American version of the CAD. 1997.
- Curriculum Management Workshop. Guy worked on the design, development, and delivery of a two-day workshop on using PACT Process principles for curriculum management within a large corporation. 1996.
- Presentation to HRD Staff: Curriculum Architecture Design. A three-hour presentation of the current CAD (ISPI version) to members of the corporate human resources organizations. 1995.

Exxon Exploration USA

- Training Development of Task Orientation Modules for Geologists/Geophysicists. The first performance-based MCD project where a defined process for analysis and design utilized the Performance Models and Knowledge/Skill Matrices to develop several modules from the CAD project. 1983.
- Exploration Curriculum Architecture Design (for Geologists/Geophysicists). The first performance-based CAD project where a defined process for analysis and design utilized the Performance Models and Knowledge/Skill Matrices to populate a modular inventory and deployment scheme. This project is where Guy first created and defined the original PACT Processes and methodologies still used in CAD, based on the original concept of curriculum architecture as published by Ray Svenson in 1978. 1982.

Fireman's Fund Insurance Company

- General Consulting: Initial Planning for Upcoming CAD Projects. 2001.

Ford Motor Company

- Project Strategy Development regarding Engineering Curriculum Architecture Design. Guy's 52nd performance-based CAD effort focused on the expansion of the work he did for the Ford Design Institute, incorporating many other current vendors' courseware products, built for Ford initially, into the existing CAD design. 1994.

Ford Design Institute

- Engineering Curriculum Design. Guy's 41st performance-based CAD project, where "robustness" of automotive designs was the focus. In this project, he worked with an Analysis Team composed of a number of Ford engineering upper-level managers, plus deans and professors from several universities to first build the Performance Models and Knowledge/Skill Matrices and then rationalize and detail an existing ten-course design. 1992.

General Dynamics

- Delivery of IPD Training for Program and Team Leadership . Guy co-conducted multiple sessions of the five-day program we developed for General Dynamics. 1992.
- IPD Training for Program and Team Leadership Development. The use of the PACT Process for MCD, where an intense, five-day, hands-on, skills-building course was produced to take existing individual contributing, engineering staff members and turn them into cross-functional team leaders when the project needed their leadership and when to be team members when the project's situation warranted. 1991.
- Electrical/Electronics Assembly Curriculum Architecture Design. Guy's 37th performance-based CAD project where the focus was on shop floor assembly personnel at a manufacturing site. 1991.
- CATIA Curriculum Architecture Design. Guy's 36th performance-based CAD project where the focus was on CAD system designers using the CATIA CAD system. 1991.
- MRP II Curriculum Architecture Design. Guy's 35th performance-based CAD project where the topic of the application of the MRP II concepts and tool/techniques, for all manufacturing site personnel, was the focus. 1991.
- Software Engineering Curriculum Architecture Design. Guy's 34th performance-based CAD project where software engineers at a major defense manufacturing site were the focus. 1991.
- IPD Training for Program and Team Leadership Delivery. Guy co-conducted multiple sessions of the five-day program we developed for General Dynamics. 1991.

- Composites Bonding and Fabrication Training. The use of the PACT Process for MCD, where a hands-on, skills-building set of T&D Modules was developed to teach bonding and fabrication techniques to shop floor personnel. 1990.
- Composites Bonding and Fabrication Curriculum Architecture Design. Guy's 28th performance-based CAD project where the design specified a mini-curriculum of 12 T&D Events and addressed the needs of shop floor personnel responsible for the production of mission-critical, lightweight parts for various military aircraft. 1990.
- Quality Curriculum Architecture Design. Guy's 25th performance-based CAD project where the focus was on quality concepts and tools/techniques across all functions in a major defense contractor's manufacturing site. 1989.

General Motors

- General Consulting for the PACT Process Technology Transfer (PPTT) efforts as General Motors University internalized a common process for instructional systems design/development (ISD). 2000.
- Project Planning Coaching for Engineering Curriculum Design. Guy reviewed and critiqued existing Project Plans for conducting an engineering-focused curriculum design, using DACUM as the primary analytic methodology. 1999.
- CAD: Brand Management—Opel (Germany). Guy's 70th CAD project, focused on the needs of GM's European Brand Management team personnel. 1999.
- CAD: Brand Management—North America. Guy's 68th CAD project. He supported a GMU contractor in this project. 1999.
- General Consulting for the PACT Process Technology Transfer (PPTT) efforts as General Motors University internalized a common process for instructional systems design/development (ISD). 1999.
- CAD: Internal Controls. Guy's 66th CAD project. He conducted the design meetings based on the analysis data generated by a staff ISD professional from one of GMU's strategic partners. 1998.
- PACT Process Workshop: Analysis (MC/MI Analysis). Guy co-facilitated this four-day workshop for the staff and strategic suppliers of General Motors University as part of a technology transfer efforts of the PACT Processes for T&D (known inside General Motors University as Modular Curriculum/Modular Instruction). 1998.
- PACT Process Workshop: CAD Design (MC Design). Guy co-facilitated this four-day workshop for the staff and strategic suppliers of General Motors University. 1998.
- PACT Process Workshop: MCD Design (MI Design). Guy co-facilitated this five-day workshop multiple times for the staff and strategic suppliers of General Motors University. 1998.
- PACT Process Workshop: PACT Process Project Planning & Management (MC/MI Project Planning & Management). Guy co-facilitated this four-day

workshop one time for the staff and strategic suppliers of General Motors University. 1998.

- Curriculum Architecture Design for MFD Area Managers. Guy's 64th CAD project, which focused on metal fabrication department area managers. 1998.
- Curriculum Architecture Design for Global Dealer Auditors. Guy's 63rd CAD project, which focused on global dealer auditors. 1998.
- General Consulting for the PACT Process Technology Transfer (PPTT) efforts as General Motors University internalized a common process for instructional systems design/development (ISD). 1998.
- Analysis for Total Vehicle Integration Engineering. Guy conducted the performance and knowledge/skill analysis for automotive engineers for later use in a CAD (MC) project. 1997.
- Analysis for Finance. Guy conducted the performance and knowledge/skill analysis for finance personnel for an abbreviated CAD (MC) project to kick-start the inauguration of General Motors University. 1997.
- Analysis for Manufacturing Assembly. Guy conducted the performance and knowledge/skill analysis for manufacturing assembly personnel for an abbreviated CAD (MC) project. 1997.
- Course Development Analysis and Design for a Manufacturing Environment Risk Assessment Process and Tool. Guy conducted a combined analysis/design meeting for several T&D products to support the rollout of this tool. 1997.
- New Tool & Die Supervisors-In-Training Curriculum Architecture Design. Guy's 60th performance-based CAD project where, in support of the PPTT effort, he co-conducted the analysis and design processes to produce the CAD for an 18-month long T&D curriculum of classroom, lab, and on-the-job development process for new hire, new supervisor-in-training for the Tool & Die organizations' die design and stamping operations. 1997.
- PACT Process Workshop: Performance Modeling & Knowledge/Skill Analysis
- PACT Process Workshop: Modular Curriculum Design (MC a.k.a. CAD). 1997.
- PACT Process Workshop: Modular Instruction Design (MI a.k.a. MCD). These workshops were delivered as part of the PACT Processes for T&D technology transfer to General Motors' training strategic partners. 1997.
- Consulting: Adaptation and Implementation of the PACT Processes for T&D. This effort is intended to formally transfer the PACT Processes for T&D (*lean-ISD*) into General Motors NAO OED's strategic partners to support their outsourcing strategy. 1997.
- Adaptation and Implementation of the PACT Processes for MCD. This was the beginning of our first large-scale PACT Process Technology Transfer project, where all of the methodologies were finally codified and documented for delivery, practitioner certification, and ongoing coaching/support. In this project, the PACT Processes for T&D were adopted and adapted to General Motors' needs. Briefings, workshops, toolkits, go-bys, and many other support materials were created to support the implementation effort to transfer the technology and methodologies to General Motors' strategic partners to support their training development outsourcing strategy. 1996.

- Curriculum Architecture Design for Product Engineers. Guy's 55th performance-based CAD project where the effort was to use existing DACUM data, and build a prototype CAD to demonstrate the methodology and create example outputs. 1996.
- Presentation to Staff: Curriculum Architecture Design. A two-and-a-half-day presentation to the OED staff of General Motors, expanding on the current CAD (ISPI version) and other of our presentation/workshop materials. 1995.

GTE Service Corporation

- CAD: Wholesale Billing Center Personnel. Guy's 71st CAD project, where Billing Associates from three locations were targeted. 2000.

Hewlett Packard

- Consulting: Application of the PACT Processes Methodologies in Process Redesign and Human Performance Improvement Consulting Projects In this project, Guy provided telephone consultation to two performance technologists in the process of transforming their T&D organization into a human performance technology (HPT) service organization (including instructional technology) over a three-month time frame for the initial project. 1997.
- Four-Day Workshop: Curriculum Architecture Design. Presentation of the then-current CAD workshop, covering both Performance Modeling and Knowledge/Skill Analysis plus the CAD design methodology. Learners were to be assigned responsibilities for the training implications of a major change initiative, a consolidation, and a BPR project. 1995.
- Order Fulfillment (Order Processing, Quotes, Collections) Curriculum Architecture Design. Guy's 46th performance-based CAD project where a business re-engineering project and operations consolidation initiatives drove the effort. The client, Christie Westall, then hired the local Daryl Sink organization to develop the modules of the CAD, for which they shared the 1994 ISPI Award of Excellence for their ROI results achievement. Christie graciously credits the CAD methodology/process in articles and presentations documenting her project. 1993.
- Information Technologists Curriculum Architecture Design Update. Guy's 33rd performance-based CAD project where the focus was on updating the information technologists' CAD, for internal IT audiences performing IT services for internal Hewlett Packard organizations. 1991.
- Information Technologists Curriculum Architecture Design. Guy's 26th performance-based CAD project where the focus was on information technologists performing services for internal organizations. 1989.

H&R Block

- Curriculum Architecture Design Consulting. 1999.

Illinois Bell

- Labor Relations Training. In this project, the PACT Process for MCD was used to create an intense four-day, performance-based learning experience in the knowledge and skills in win-win labor relations. This course had more than 60 percent of its time reserved for a series of simulation exercises that incrementally built up the learners' knowledge and skills in dealing with employee counseling, progressive discipline, and arbitration. 1990.
- Second-level Manager Curriculum Architecture Design. Guy's 15th performance-based CAD project where the focus was on second-level managers. 1986.
- Data Technician Curriculum Architecture Design. Guy's 14th performance-based CAD project where the focus was on data technicians. 1986.

Imperial Bondware/Federal Paperboard

- Sales Training Curriculum Architecture Design. Guy's 44th performance-based CAD project where the analysis conducted by the client using the PACT Process approach was provided to him for the CAD design effort. This project did not use a team approach but used the individual interview technique. 1993.

NSPI/ ISPI

- Project Management of the Redesign of the ISPI (NSPI) Awards System Pro bono work for ISPI. 1993.

Johnson Controls Incorporated

- Performance Modeling & Enabler Analysis of Technical Sales Representatives for an existing curricula reconciliation effort. 2002.

Lockheed (General Dynamics)

- Delivery and Train-the-Trainer for IPD Training for Program and Team Leadership. Presentation of the five-day program we developed for General Dynamics. 1993.

MCC Powers

- In-Branch Sales Orientation Training Workshop Development. 1986.
- Fire and Security Advanced Training. 1986.
- Auto Dial Administrative Guide. Use of a structured, team-based ISD methodology where Performance Models and Knowledge/Skill Matrices were used to create course designs, based on the previous CAD project. 1986.
- Training Project Management Coaching. Miscellaneous coaching provided to the ISD staff in the use/application of our team-based ISD methodologies.
- Technical Manual Rewrite. 1985.
- Auto Dial Training. Use of a structured, team-based ISD methodology where Performance Models and Knowledge/Skill Matrices were used to create a course design. 1985.

- PSS & SMS Video Training. Use of a structured, team-based ISD methodology where Performance Models and Knowledge/Skill Matrices were used to create a course design, based on the CAD project. 1985.
- Fire and Security Basics. Guy's 10th performance-based CAD project where the focus of the project was on entry-level awareness, knowledge, and skills across many levels, functions/departments, and jobs to create a modular T&D design for personnel involved in this line of business. 1985.
- HVAC Basics Control Unit Training. 1984.
- Electrical Estimating Training. 1984.
- NET Analysis Training. 1984.
- DDC Basics Training 1984.
- Training Design for Field Engineering 1984.
All of the above 5 projects used our evolving, formal, structured, team-based ISD methodology. Performance Models and Knowledge/Skill Matrices were the key analysis data used to create systematically the course designs and then the T&D materials, based on the prior CAD project. 1984.
- Technical Training Plan for ATC Branch Personnel. The 3rd performance-based CAD project. HVAC branch personnel included sales management, service management, sales engineers, service engineers, and technicians (fitters and other trades). 1983.
- Training Design for Systems Sales. Use of a structured, team-based ISD methodology where Performance Models and Knowledge/Skill Matrices were used to create a course design, based on the CAD project. 1983.
- Training for the Contracting Process. Use of a structured, team-based ISD methodology where Performance Models and Knowledge/Skill Matrices were used to create a course design, based on the CAD project. 1983.

Motorola

- Design and Manufacturing/Engineering Curriculum Architecture Design. Guy's 2nd CAD project where the focus was on design engineers, manufacturing engineers, and engineering managers. 1982.

Multigraphics

- In-Branch Sales Orientation Training. Guy's 13th performance-based CAD project where the focus was on new-hire sales representatives. 1986.

NASA

- Middle Manager Curriculum Architecture Design. Guy's 17th performance-based CAD project where the focus was on middle managers at the space agency. This project was begun after the Tower Commission concluded that the Challenger accident was due to management performance issues. 1987.

NASCO

- Associate delivered the PACT Process Workshop: PACT Performance Analyst. 2005.

NAVAIR

- Assisted in the planning for 2 future CAD efforts, conducted analysis and designed a three day off-site and participated in its delivery. 2005.

NAVSEA

- Assisted 6 shipyards in the Corporate Training Transformation Team's planning efforts to achieve the Chief of Naval Operation's goals and objectives for the US Navy. 2004.
- Assisted in the Corporate Training Transformation Team's planning efforts. 2004.

NCR

- Supply Line Management Curriculum Architecture Design. Guy's 30th performance-based CAD project where more than 25 target audience jobs, from up and down the supply chain, were analyzed and a CAD was designed to meet their performance-based, knowledge/skill requirements. 1990.
- Curriculum Architecture Design Process Design. Presentations and consulting services regarding our methodology for CAD were provided to the staff of the corporate T&D organization. 1990.

Norfolk Naval Shipyard

- Curriculum Architecture Design - presentation to Management. 2003
- Conducted a review/critique of the Leadership Development curricula design. 2003
- Guy's 73rd CAD for Supervisors and Zone Managers of the Production unit of the shipyard. 2003.
- Follow up support related to the 2003 CAD project for shipyard supervisors and management. 2004

Northern Telecom

- Training Administrative Guidelines. Developed ISD processes and methodologies for use in a technical training center for customers and internal service personnel. 1983.

Northern Trust Bank (Chicago)

- Trust and Financial Services Curriculum Architecture Design. Guy's 21st performance-based CAD project where the key personnel of both the trust and financial departments within the bank were the focus. 1988

NOVA

- PACT Analysis for Sales Forecasting. Guy facilitated this performance and gap analysis effort to assist the client in determining how to improve the operations of the newly installed module of their SAP system. 1998.
- Pilot-Test of the PACT Process Methodology for Performance Modeling and Knowledge/Skill Analysis. This project demonstrated the PACT Process analysis methodologies in identifying the information technology tools required in a major business process. The test of the methodology was to generate data that was also to be used to populate an SAP-HR module with the competencies required for the process. 1997.

Novacor, Corunna Site

- Operations Management and Self-regulated Team Curriculum Architecture Design. Guy's 50th performance-based CAD project where Performance Models and Knowledge/Skill Matrices were generated by midlevel managers for newly forming self-regulated teams and team leaders at a major Canadian chemicals refinery. 1994.

Occidental Petroleum Labs

- Laboratory Personnel Curriculum Architecture Design. Guy's 31st performance-based CAD project where the focus was on the scientific, engineering, and technical support staff jobs/roles at the laboratories. 1991.

Pacific Gas & Electric

- Curriculum Architecture Design Coaching. This project was a quick, eight-hour presentation and later phone consultation regarding the use of the PACT Process for CAD and MCD. 1989.

Siemens Building Technologies, Inc.

- CAD: Sales Engineering. Guy's 65th CAD project. 1998.
(See other projects listed under MCC Powers)

Spartan Stores/ISSC

- Companywide Curriculum Architecture Design. Guy's 49th performance-based CAD project where the entire organization was included in the project scope. The project was driven by a large-scale business transformation/process re-engineering effort and the need to spec out all the training implications early in the effort. Preliminary, new business process maps were used to create Performance Models and Knowledge/Skill Matrices preceding the CAD design efforts. This was/is the largest CAD project tackled by us. 1993.

Sphinx Pharmaceuticals

- Analysis and Design of a Technology Transfer Training Program for Combinatorial Chemistry. Guy's 54th performance-based CAD project where the client needed T&D to facilitate the transfer of a very sophisticated set of chemistry

processes/methodologies to a foreign customer. Due to an extreme time constraint to produce a design for the potential buyers of the technology, a combined CAD/MCD project was planned, and then a two-day analysis meeting led to a two-day design meeting producing a set of CAD/MCD designs for more than 30 days of lectures, demonstrations, and chemistry lab exercises. 1996.

Square D Company

- Quality Training Curriculum Architecture Design. Guy's 29th performance-based CAD project where the focus was on cross-functional knowledge and skills regarding quality concepts and tools/techniques. 1990.
- Quality Training Module Design. The use of the PACT Process for MCD, where a design was created for the initial orientation modules of the Quality CAD. 1990.

Valuometrics, Inc.

- Associate and Senior Associate Curriculum Architecture Design. Guy's 53rd performance-based CAD project where the target audiences included associates of a consulting firm specializing in business valuations. 1995.

Verizon

- Targeting Enterprise Process Performance Improvement (T-EPPISSM) for Call Center Management. This was my first expanded application of my EPPI model in a client project. The data will be used to further target improvements and macro-design systems and process changes and then establish improvement plans, the "costs of conformance," and ROI estimates for final targeting by the client's leadership. 2001.
- CAD: Consumer Sales Call Center Personnel. Guy's 72nd CAD project. 2001.
- MCD: Wholesale Billing Center Personnel. This project involved the analysis and design of more than 80 days of *performance-based* T&D for personnel at three call center locations. 2000.

Westinghouse Defense Electronics

- WICAM/IAG Training Plan. Guy's 5th performance-based CAD project where the focus was on the technical operators of a complex Computer Aided Design tool. (A CAD on CAD! The first of several such CAD CADs!). 1983.

Guy W. Wallace Awards/ Recognition

BPTrends

- Recognized 2 of Guy's articles in their Spotlight on ROI from a total of 5 articles, in February 17, 2009

General Motors

- General Motors Corporation's MFD (Metal Fabrication Division) Tool and Die Supervisors College was awarded the 1998 Chairman's Award Given by General Motors Corporation CEO Jack Smith, recognizes one of the "best of the best" global business initiatives in 1998 that has helped to move the business forward. Each division within General Motors, whether in North America or in other countries, has an opportunity to win the award.

The College received the honor for the structured recruiting process and the rigorous training and development curriculum that prepares new supervisors for a very skillful and challenging job.

Siemens

- Our client's "Time to Performance" effort in the late 1990s for critical field positions included certifying jobholders for certain critical job performance capabilities. Using the PACT Processes we conducted analysis and design and then developed both classroom and on-the-job support tools, a battery of certification/qualification tests that were all performance tests (no written tests), and the administrative systems to support both the rollout and the ongoing management by both the field and headquarters. Our client won an Internal President's Quality Award.

ISPI—International Society for Performance Improvement

- **Received ISPI's Honorary Life Member Award in April 2010**
- **Recruited as an ISPI Instructional Systems Professional Community Thought Leader. 2004.**
- **Pursuing Performance—The CADDI Newsletter**
A quarterly newsletter featuring CADDI staff authors and guest authors including Geary A. Rummler, Dale Brethower, Miki Lane, Pierre Mourier, and PACT Process practitioners, trained by Guy Wallace and the CADDI staff

Outstanding Instructional Communication, ISPI Awards of Excellence 2001-2002

- **Lean-ISD**

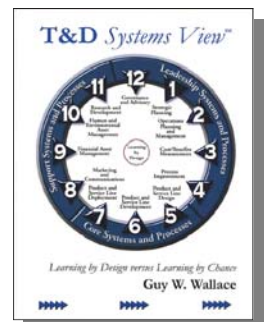
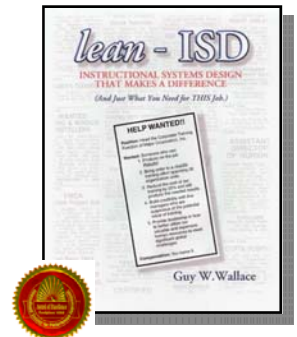
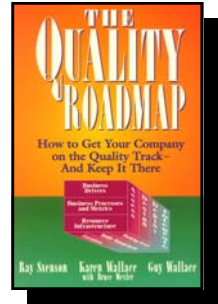
A book presenting the details of the PACT Processes for T&D

Outstanding Instructional Communication, ISPI Awards of Excellence 2001-2002

- **NS 1251 – Product Management Process Training**

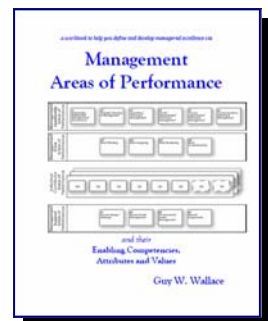
(an eight-day course for AT&T Network Systems and Network Systems International Product Managers). This project was one of many performance-based training products built after the conduct of the CAD project in 1986. This keystone course was preceded, in the Curriculum Path, by a multitude of short T&D Modules to bring the learners up to a common point. NS 1251 then engaged the 20 learners in a systematic buildup of their knowledge and skills in team leading/team building, business case and business plan development, financial planning and analysis, time management, risk analysis and management, and group process decision-making. The NS 1251 simulation exercise, the heart of the eight-day course, took five days for lectures and exercises and focused on the five phases of the product life cycle. For more on the NS 1251 story, see the EPPIC web site at www.EPPIC.biz

Finalist – Best Instructional Product, ISPI (NSPI) Awards of Excellence 1989–90



Books Authored

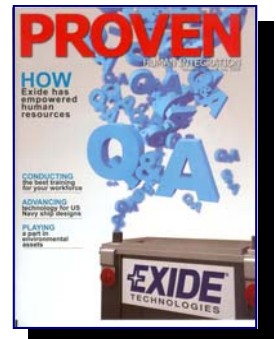
- *Performance-based Employee Qualification/ Certification Systems (with Ray Svenson) - EPPIC Press. (2008)*
- *Management Areas of Performance - EPPIC Press. (2007)*
- *T&D Systems View—Learning by Design versus Learning by Chance CADDI Press. (2001)*
- *lean-ISD—Instructional Systems Design That Makes a Difference CADDI Press. (1999)*
- *Quality Roadmap—How to Get Your Company on the Quality Track—And Keep It There Amacom (1994)*



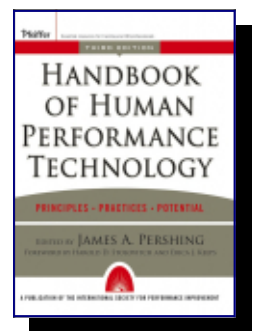
Articles & Chapters Authored

See current list at www.eppic.biz

- Quarterly Column: Enterprise Process Performance Improvement —Part 7 of 11
PROVEN March 2010
- Quarterly Column: Enterprise Process Performance Improvement —Part 6 of 11
PROVEN January 2010
- Quarterly Column: Enterprise Process Performance Improvement —Part 5 of 11
PROVEN July 2009
- Quarterly Column: Enterprise Process Performance Improvement —Part 4 of 11
PROVEN April 2009
- Quarterly Column: Enterprise Process Performance Improvement —Part 3 of 11
PROVEN January 2009
- Quarterly Column: Enterprise Process Performance Improvement —Part 2 of 11
PROVEN October 2008
- Quarterly Column: Enterprise Process Performance Improvement—Part 1 of 11
PROVEN June 2008
- Quarterly Column: Enterprise Process Performance Improvement Tools & Techniques
BPTrends.com x 2007
- Quarterly Column: Enterprise Process Performance Improvement Tools & Techniques
BPTrends.com x 2007
- Quarterly Column: Enterprise Process Performance Improvement Tools & Techniques
BPTrends.com x 2007



- Quarterly Column: Enterprise Process Performance Improvement Tools & Techniques
BPTrends.com x 2007
- Quarterly Column: Enterprise Process Performance Improvement Tools & Techniques
BPTrends.com December 2006
- Quarterly Column: Enterprise Process Performance Improvement
BPTrends.com September 2006
- Quarterly Column: Enterprise Process Performance Improvement
BPTrends.com June 2006
- Chapter 11: Modeling Mastery Performance and Systematically Deriving the Enablers for Performance Improvement
Handbook of Human Performance Technology 3rd Edition, Edited by James A. Pershing, Ph.D., CPT - April 2006
- Quarterly Column: Performance-based Environmental Asset Management Systems
BPTrends.com March 2006
- Empowerment (Parts 1-3)
ISPI's Performance Xpress E-Newsletter (September-November-December 2005)
- Performance-based Human Asset Management Systems
BPTrends.com (December 2005)
- Performance-based Human Asset Management Systems
BPTrends.com (September 2005)
- Performance-based Human Asset Management Systems
BPTrends.com (June 2005)
- Performance-based Human Asset Management Systems
BPTrends.com (March 2005)
- Where Are the Major Opportunities in ISD Today?
ISPI's Performance Xpress E-Newsletter (March 2005)
- Chapter: The HPT Value Proposition in the Larger Improvement Arena –in: Human Performance Technology Revisited
Compiled by Roger Chevalier, Ph.D., CPT



Chapter 11.

- Balancing Conflicting Stakeholder Requirements
ISPI's Performance Xpress E-Newsletter (June 2004)
- The Final Hurrah
ISPI's Performance Xpress E-Newsletter (April 2004)
- Interview with Joe Sener (Part 2)
ISPI's Performance Xpress E-Newsletter (March 2004)
- Interview with Neil Rackham (Part 2)
ISPI's Performance Xpress E-Newsletter (February 2004)
- Interview with Joe Sener (Part 1)
ISPI's Performance Xpress E-Newsletter (January 2004)
- Interview with Neil Rackham (Part 1)
ISPI's Performance Xpress E-Newsletter (December 2003)
- Migrating From ISD to HPT...You, Me and the Society
PI Journal (Nov/Dec 2003)
- Performance Modeling and Human Assets Enabler Analysis
HR.com (September 2003)
- Human Performance Modeling and Human Assets Enabler Analysis -
White Paper
BPTrends.com (July 2003)
- A Systems View of Training and Development
ISPI's Performance Express (May 2003)
- Chapter 4: "Designing for the ISD Life Cycle" and Chapter 29: "*lean-ISD*"
ISD Revisited (a book by ISPI - Compiled by Jeanne Strayer, CPT)
(2003)
- "Guest Editorial: What is the Goal of this Issue"
Performance Improvement (February 2003)
- "The HPT Value Proposition in the Larger Improvement Arena"
Performance Improvement (February 2003)
- "*lean-ISD* -- Designing for the ISD Life Cycle"
Performance Improvement (August 2002)

- “What is ISPI’s Value Proposition: Looking Back and Forward” by Guy W. Wallace and Geary A. Rummler
Performance Improvement Master’s Series (March 2001)
- “lean-ISD”
Performance Improvement Master’s Series (March 2001)
- “Performance Modeling for *lean-ISD*” (co-author)
CISPI Performance (June 2000)
- “There’s No Such Thing as Communication—Only Miscommunication”
News & Notes (May-June 2000)
- “An HPT Marketplace View”
News & Notes (February 2000)
- “Performance Modeling for *lean-ISD*” (co-author)
MISPI Technologist (January 1998)
- “Managing and Mismanaging Stakeholder Expectations”
The Journal for Quality and Participation (June 1995)
- “Balancing Conflicting Stakeholder Requirements”
The Journal for Quality and Participation (March 1995)
- “Empowerment is Work, not Magic”
The Journal for Quality and Participation (September 1993)
- “Chapter 4: Continuous Improvement and Training”
Society of Manufacturing Engineers Handbook (May/June 1991)
- “Costing out a Training Project”
Technical & Skills Training (May/June 1991)
- “How to Train Pipeline Utility Inspectors”
GAS Industries (August 1991)
- “Using Group Processes for Building Models and Matrices”
Performance & Instruction Journal (November 1984)
- “How to Build a Training Structure that Won’t Keep Burning Down”
Training Magazine (September 1984)
- Series of PACT Process articles in quarterly newsletter
Pursuing Performance (Fall 1992 through Winter 1994)

Presentations Conducted

See current list at www.eppic.biz

- Speed Mentoring
ISPI Conference – Orlando - April, 2009
- Proven Project Planning & Management for ISD and HPT Efforts
ISPI Conference – Orlando - April, 2009
- Cracker Barrel: Rapid Analysis Design Development for ISD
ISPI Conference – Orlando - April, 2009
- Employee Performance-based Qualification/Certification Systems and Performance Tests
Handshaw Elearning Conference – Charlotte - September, 2008
- Apple Barrel: Management Areas of Performance
ISPI Conference – New York City - April, 2008
- Employee Performance-based Qualification/Certification Systems and Performance Tests
ISPI Conference – New York City - April, 2008
- Performance-based Curriculum Architecture Design
ISPI Conference – New York City - April, 2008
- Employee Performance-based Qualification/Certification Systems and Performance Tests
ISPI Carolinas Chapter – Durham - March, 2008 Changing Human Performance to Improve Business Processes
BPM—Business Process Management Conference - Boston - November 2006
- Establishing Areas of Performance as the Analysis Framework
ISPI Fall Conference - Orlando - September 2006
- Modeling Mastery Performance & Systematically Deriving the Enablers
ISPI Fall Conference - Orlando - September 2006
- Modeling Mastery Performance & Systematically Deriving the Enablers
Carolinas ISPI Chapter - Cary NC - September 2006
- Modeling Mastery Performance & Systematically Deriving the Enablers
ISPI Spring Conference - Dallas - April 2006
- Performance-based Curriculum Architecture Design
ISPI Spring Conference - Dallas - April 2006

- Different Approaches to Instructional Design?
Co-presented with Thiagi - ISPI Spring Conference - Dallas - April 2006
- Performance-based Curriculum Architecture Design
Bagel Barrel - ISPI Spring Conference - Dallas - April 2006
- Lesson Maps & Performance Models
99 Seconds - ISPI Spring Conference - Dallas - April 2006
- Systematically Deriving the Enablers for Performance Improvement
CPT Session - ISPI Spring Conference - Dallas - April 2006
- T&D Systems View Assessment for ROI
ISPI Fall Conference - Las Vegas - September 2005
- T&D Systems View Assessment for ROI
ISPI Spring Conference - Vancouver - April 2005
- Systematically Deriving Performance Enablers
Cracker Barrel - ISPI Spring Conference - Vancouver - April 2005
- T&D Systems View Assessment for ROI
ISPI Fall Conference - Chicago - (October 2004)
- Performance-based Curriculum Architecture Design
ISPI Fall Conference - Chicago - (September 2004)
- Modeling Mastery Performance and Systematically Deriving the Enablers
ISPI Fall Conference - Chicago - (September 2004)
- Modeling Mastery Performance and Systematically Deriving the Enablers
Cracker Barrel - ISPI Fall Conference - Chicago
(September 2004)
- Modeling Mastery Performance and Systematically
Deriving the Enablers
Cracker Barrel - ISPI Spring Conference - Tampa
(April 2004)
- The "I" in ISPI (Panel co-host with Andreas Kuehn
of Germany)
Cracker Barrel - ISPI Spring Conference - Tampa
(April 2004)



- Modeling Mastery Performance and Systematically Deriving the Enablers
ISPI Winter Workshop - New Mexico (March 2004)
- Aligning to the Voice of the Customer at 3 Levels
Michigan ISPI Awards Banquet Keynote (October 2003)
- Cracker Barrel Sessions on: Performance Modeling
ISPI Fall Conference – Chicago (September 2003)
- Performance-based T&D and the Smooth Segue from Training to Performance
Midwest Nuclear Training Association (September 2003)
- Analysis for Enterprise Process Performance Improvement
Association for Behavior Analysis-Organizational Behavior Management Conference – San Francisco (May 2003)
- Encore Presentation: Aligning to the Voice of the Customer at 3 Levels
ISPI Spring Conference – Boston (April 2003)
- Invited Presentation Design for the ISD Life Cycle
ISPI Spring Conference – Boston (April 2003)
- Cracker Barrel Sessions on: Performance Modeling
ISPI Spring Conference – Boston (April 2003)
- The Attack on ISD
ISPI Fall Conference – Performance-Based ISD - Chicago (September 2002)
- Performance Modeling – Cracker-barrel Session
ISPI Chicago Chapter Meeting (September 2002)
- Performance-based Curriculum Architecture Design
CONTE – Conference on Nuclear Training & Education - Orlando (August 2002)
- ISPI's Certified Performance Technologist Professional Certification
ISPI Boston Chapter Meeting (June 2002)
- ISPI's Certified Performance Technologist Professional Certification
ISPI Chicago Chapter Meeting (June 2002)
- Performance Modeling – 99 Seconds Session
- Performance Modeling – Cracker-barrel Session

- Aligning to the Voice-of-the-Customer at 3 Levels
ISPI International Conference - Dallas (April 2002)
- Push-Pull Performance-based Knowledge Management Systems
ISPI International Conference (April 2001)
- lean-ISD
ISPI conference Masters Series (April 2001)
- Performance Modeling
ISPI International Conference Cracker-barrel and 99 Seconds Presentation
(April 2001)
- Push-Pull Performance-based Knowledge Management Systems
Chicago ISPI Chapter (March 2001)
- Curriculum Architecture Design
ISPI Golden Circle Chapter (February 2001)
- Performance Modeling *lean-ISD* Workshop
ISPI Golden Circle Chapter (February 2001)
- Curriculum Architecture Design
Carolinas ISPI Chapter (August 2000)
- Performance Modeling
Kansas City ISPI Chapter (July 2000)
- Performance Modeling
Montreal ISPI Chapter (May 2000)
- A Training & Development Systems View
ISPI Conference (April 2000)
- Curriculum Architecture Design
Heartland Chapter ISPI — Columbus, Ohio (November 1999)
- The PACT Process for Performance Modeling—An Analysis Methodology
Western Michigan ISPI (September 1999)
- Performance Modeling and Knowledge/Skill Analysis and *lean-ISD*
ISPI Conference (March 1998)
- Performance-based Curriculum Architecture Design Applications
ISPI Conference (March 1998)

- lean-ISD
Lakewood's Training '98 Conference (February 1998)
- Performance Modeling
Michigan ISPI (January 1998)
- Performance-based Curriculum Architecture Design
ISPI Conference (April 1997)
- Accelerated T&D Analysis and Design
Chicago ISPI Cracker-barrel (September 1996)
- Performance-based Curriculum Architecture Design
ISPI Conference (April 1996)
- Strategic Alignment of the Training & Development System
ISPI Conference (April 1996)
- Performance-based Curriculum Architecture Design
Michigan Chapter of ISPI (January 1996)
- Encore Presentation: Performance-based Curriculum Architecture Design
ISPI (NSPI) Conference (March 1995)
- Strategic Alignment of the Training & Development System
ISPI (NSPI) Conference (March 1995)
- Performance-based Curriculum Architecture Design
Kansas City Chapter of ISPI (October 1995)
- Performance-based Curriculum Architecture Design
ISPI (NSPI) Conference (April 1994)
- How to Design a Comprehensive Training Curriculum
Best of America HR Conference and Expo (Lakewood Conferences)
(February 1992)
- Total Curriculum Architecture Design
ASTD National Conference on Technical and Skills Training (October 1991)
- Training Administrative Systems
ASTD National Conference on Technical and Skills Training (October 1991)
- Management Systems Design for Technical Education and Training
ASTD National Conference on Technical and Skills Training (October 1990)

- Strategic Training Plan Development to Support TQM Implementation
ASTD National Conference on Technical and Skills Training (October 1990)
- Building Models and Matrices Using a Team Approach
Texas ISPI (NSPI) Chapter (April 1990)
- Performance-based Curriculum Architecture Design
ISPI (NSPI) Conference (March 1990)
- Managing a Comprehensive Curriculum Architecture
ISPI (NSPI) Conference (March 1989)
- Performance-based Curriculum Architecture Design—Via a Group Process
ISPI (NSPI) Conference (April 1988)
- Designing a Maintenance Curriculum Using Performance Analysis via a Group Process
ISPI (NSPI) Conference (April 1988)
- Performance-based Curriculum Architecture Design—Via a Group Process
ISPI (NSPI) Conference (April 1987)
- Project Management Techniques
CISPI (CNSPI) Cracker-barrel (July 1986)
- Performance-based Curriculum Architecture Design—Via a Group Process
ISPI (NSPI) Conference (March 1985)
- Developing a Performance-based Curriculum Architecture Using a Group Process
CISPI Cracker-barrel (July 1984)
- Development of Performance-based Instruction
American Society of Engineering Education (February 1983)

See 20+ presentations and documents from Guy
—available on **Slideshare** at:
www.slideshare.net/guywwallace



By the time this article was published in 1984, I had been involved in 8 CAD efforts for big name clients, and some really critical target audiences...

List of Guy W. Wallace's CAD Projects - since 1982... Curriculum Architecture Design

#	Company	Target Audience	Year
74	Eli Lilly and Company	Clinical Trials Process participants	2004
73	Norfolk Naval Shipyard	Production Supervisors & Zone Managers	2003
72	Verizon	Consumer Sales Call Centers	2001
71	GTE Service Corporation/Verizon	Wholesale Billing Call Center Personnel	2000
70	General Motors University	Brand Management—Europe	1999
69	Eli Lilly and Company	District Sales Managers	1999
68	General Motors University	Brand Management—North America	1999
67	BankAmerica Corporation	Financial Relationship Managers	1998
66	General Motors University	Internal Controls	1998
65	Siemens Building Technologies, Inc.	Sales Engineering	1998
64	General Motors University	MFD Area Managers	1998
63	General Motors University	Global Dealer Auditors	1998
62	BankAmerica Corporation	Retail Branch Personnel	1997
61	Eli Lilly and Company	Leadership and Management	1997
60	General Motors	Tool & Die Supervisors	1997
59	Bandag, Inc.	Franchise Dealership Management	1996
58	Amoco	ISD Staff Coaching and Support	1996
57	Amoco	Project BEST	1996
56	Bellcore Tech	Web Masters	1996
55	General Motors	Product Engineers	1996
54	Sphinx Pharmaceuticals	Combinatorial Chemists	1996
53	Valuometrics, Inc.	Associate and Senior Associate Engineering	1995
52	Ford Motor Company	Engineering	1994
51	AT&T Network Systems	Global Contract Management	1994
50	Novacor, Corunna Site	Operations Management and Self-regulated Teams	1994
49	Spartan Stores/ISSC	Companywide	1993
48	Data General	Sales	1993

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List of Guy W. Wallace's CAD Projects - since 1982...

#	Company	Target Audience	Year
47	Abbott Laboratories	Market Management, Product Management, and Sales Management	1993
46	Hewlett Packard	Order Fulfillment (Order Processing, Quotes, Collections)	1993
45	Amoco	Team Training	1993
44	Imperial Bondware/Federal Paperboard	Sales Training	1993
43	Commerce Clearing House (CCH)	Sales Representative and Sales Management	1993
42	AT&T Network Systems	Product Management and Market Management	1993
41	Ford Design Institute	Engineering	1992
40	Detroit Ball Bearing	Field Sales Managers	1992
39	Digital Equipment Corporation	Program Management	1991
38	British Petroleum—America	Front-line Retail Personnel	1991
37	General Dynamics	Electrical/Electronics Assembly	1991
36	General Dynamics	CATIA System Designers	1991
35	General Dynamics	MRP II - Manufacturing Personnel	1991
34	General Dynamics	Software Engineering	1991
33	Hewlett Packard	Information Technologists	1991
32	AT&T Network Systems	Marketing Personnel	1991
31	Occidental Petroleum Labs	Laboratory Personnel	1991
30	NCR	Supply Line Management	1990
29	Square D	Quality Training	1990
28	General Dynamics	Composites Bonding & Fabrication	1990
27	ARCO Alaska	AMPS	1990

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List of Guy W. Wallace's CAD Projects - since 1982...

#	Company	Target Audience	Year
26	Hewlett Packard	Information Technologists	1989
25	General Dynamics	Quality	1989
24	Ameritech	Network Services Management	1989
23	Ameritech	Distribution Services Second-level Management	1989
22	AT&T Network Systems	Network Systems Sales	1989
21	Northern Trust Bank (Chicago)	Trust and Financial Services	1988
20	AT&T Microelectronics	Product Management	1988
19	AT&T Network Systems	Switching Business Unit Sales	1988
18	Dow Chemical	Safety Training	1987
17	NASA	Middle Manager	1987
16	AT&T Network Systems	Product Manager	1986
15	Illinois Bell	Second-level Manager	1986
14	Illinois Bell	Data Technician	1986
13	Multigraphics	In-Branch Sales Orientation	1986
12	Dow Chemical	Secretarial/Administrative	1986
11	Dow Chemical	Top Operator	1986
10	MCC Powers	Fire and Security	1985
9	Alcoa Labs	Scientists, Engineers, Technicians, and Administrative	1984
8	AT&T	AETM	1984
7	AT&T	Switching Technician	1984
6	Burroughs	Information Specialists	1984
5	Westinghouse Defense Electronics	Technical Operators (WICAM/IG)	1983
4	Channel Gas Industries/Tenneco	Fixed-rate Personnel	1983
3	MCC Powers	ATC Branch Personnel	1983
2	Motorola	Design & Manufacturing Engineering	1983
1	Exxon Exploration USA	Geologists/Geophysicists	1983

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Videos of Interest on the Web

Guy at Eli Lilly in 1995 presenting an **Overview of Curriculum Architecture Design** to the T&D staff. 2 hour video at:

<http://video.google.com/videoplay?docid=4802883581145109725#>



Video testimonials from Guy's General Motors Client and some of his Internal Clients and also his Contractor ISD population in 1997 - on the PACT Processes (internally known at GM as MC/MI: Modular Curriculum and Modular Instruction) in support of a PACT Process Technology Transfer. 12 minute video at:

<http://video.google.com/videoplay?docid=2305315185286017323#>



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Audio Podcasts on the Web



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- 1- PACT Introduction
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- 3- MCD - Modular Curriculum Development/Acquisition
- 4- IAD - Instructional Activity Development/Acquisition
- 5- Building PACT Capability & Capacity
- 6- PACT Practitioner Qualification/Certification
- 7- PACT Flexibility – Six Case Studies (1982-2000)
- 8- Segue to Performance – Using PACT and EPPI
- 9- PACT and the Enterprise Content Architecture
- 10- PACT and Customer Collaboration
- 11- PACT Project Acceleration Strategies
- 12- PACT Project Predictability

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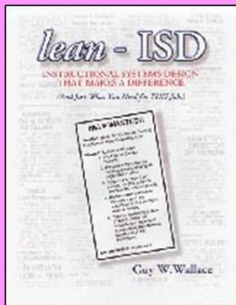


The book: "lean-ISD" is available as a free PDF at www.eppic.biz

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7. **Reduced** Maintenance Systems costs

lean-ISD Book Reviews from 1999...



Cover design by
Geary A. Rummler

Available for free at:

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Geary A. Rummler from the Performance Design Lab says,

“If you want to ground your fantasy of a ‘corporate university’ with the reality of a sound ‘engineering’ approach to instructional systems that will provide results, you should learn about the PACT Processes.

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Lean-ISD is available as both a hardbound and Kindle at Amazon.com

- and as a free 404-page PDF at www.eppic.biz



Cover design by
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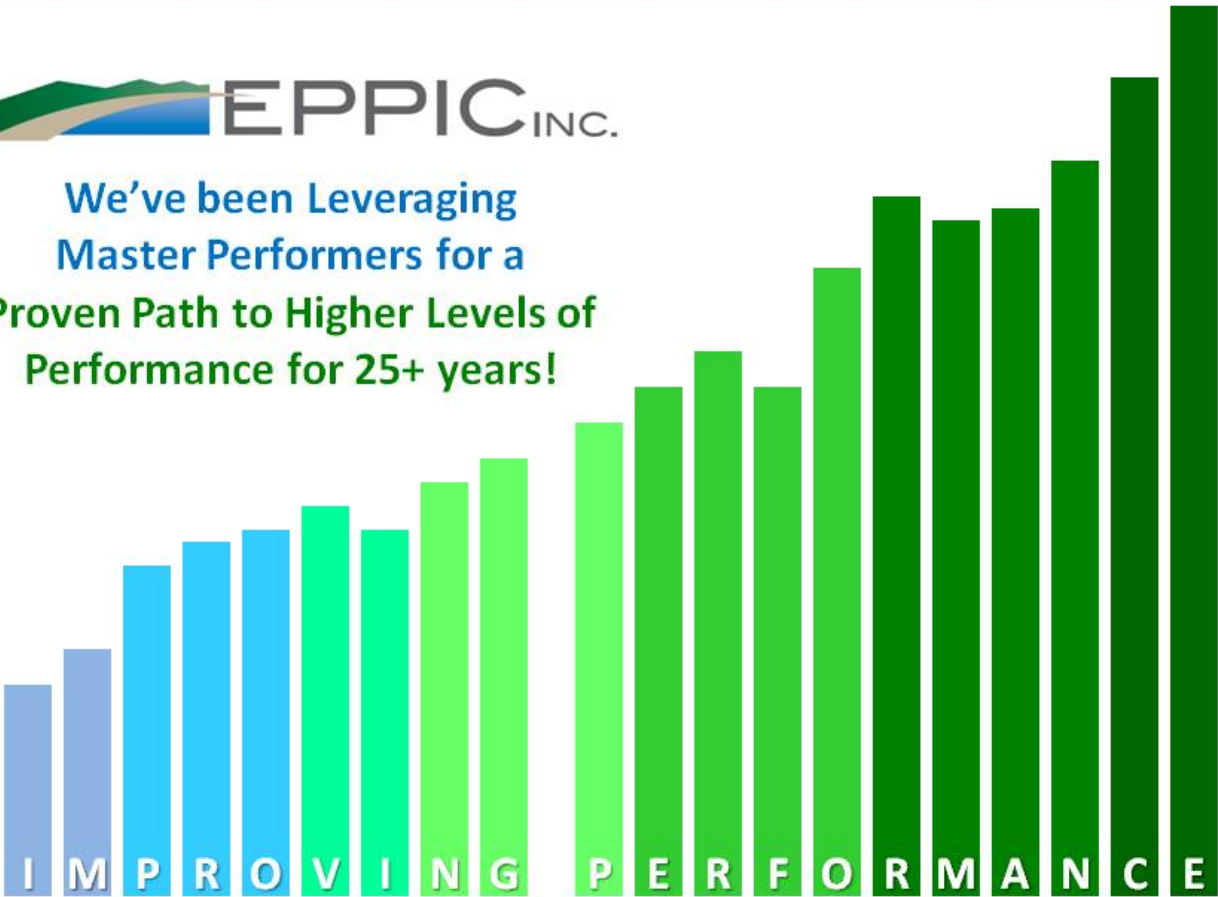
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Miki Lane, senior partner at MVM The Communications Group wrote: “*lean-ISD* takes all of the theory, books, courses, and pseudo job aids that are currently on the market about Instructional Systems Design and blows them out of the water. Previous ‘systems’ approach books showed a lot of big boxes and diagrams, which were supposed to help the reader become proficient in the design process. Here is a book that actually includes all of the information that fell through the cracks of other ISD training materials and shows you the way to actually get from one step to another. Guy adds all of the caveats and tips he has learned in more than 20 years of ISD practice and sprinkles them as job aids and stories throughout the book. However, the most critical part of the book for me was that Guy included the project and people management elements of ISD in the book. Too often, ISD models and materials forget that we are working with real people in getting the work done. This book helps explain and illustrate best practices in ensuring success in ISD projects.”

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Our methods for doing so were published in Training Magazine in September of 1984.

Guy W. Wallace, CPT pursuingperformanceblog.blogspot.com www.eppic.biz

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Guy W. Wallace's consulting clients since 1982

... while at Svenson & Wallace Inc. (1982-1997) and CADDI Inc. (1997-2002) and EPPIC (2002 to today)...

Over 60 Clients - Over 40 Fortune 500 Firms (since 1982)

1982—Today

Abbott Laboratories, ALCOA Labs, Alyeska Pipeline Services Company, American Management Systems, Ameritech, Amoco Corporation, Arthur Andersen, ARCO of Alaska, AT&T, AT&T Communications, AT&T Microelectronics, AT&T Network Systems, Bandag, Bank of America, Baxter, Bellcore Tech, British Petroleum of America, Burroughs, Channel Gas Industries/Tenneco, Commerce Clearing House (CCH), Data General, Detroit Ball Bearing, Digital Equipment Corporation, Discover Card, Dow Chemical, EDS, Eli Lilly, Exxon Exploration, Fireman's Fund Insurance, Ford Design Institute, Ford Motor Company, General Dynamics, General Motors, GTE, H&R Block, Hewlett Packard (HP), Illinois Bell, Imperial Bondware, Johnson Controls, Lockheed, MCC Powers, Motorola, Multigraphics, NASA, NASCO, NAVAIR, NAVSEA, NCR, Norfolk Naval Shipyard, Northern Telecom, Northern Trust Bank, NOVA, Novacor, Occidental Petroleum Labs, Pacific Gas & Electric, Siemens Building Technologies, Spartan Stores, Sphinx Pharmaceuticals, Square D Company, Valuemetrics, Verizon, and Westinghouse Defense Electronics.

Project Overviews for each project are available at www.eppic.biz

Guy W. Wallace, CPT has been in the T&D field since 1979 and a training and performance improvement consultant since 1982.

His clients over the years have included over 40 Fortune 500 firms, plus NASA, NAVAIR, NAVSEA, and non-US firms: BP, Novacor, Opel, and Siemens.

He has analyzed and designed/ developed training and development for almost every type of business function and process.

He is the author of 5 books, several chapters, and more than 90 articles. He has presented more than 90 times at international conferences and local chapters of ISPI, ASTD, and at IEEE, Lakewood Conferences, ABA, the Conference on Nuclear Training and Education, and at the Midwest Nuclear Training Association.

He has served on the ISPI Board of Directors as the Treasurer on the Executive Committee (1999–2001) and later as the President-Elect for 2002-2003 and President for 2003-2004.

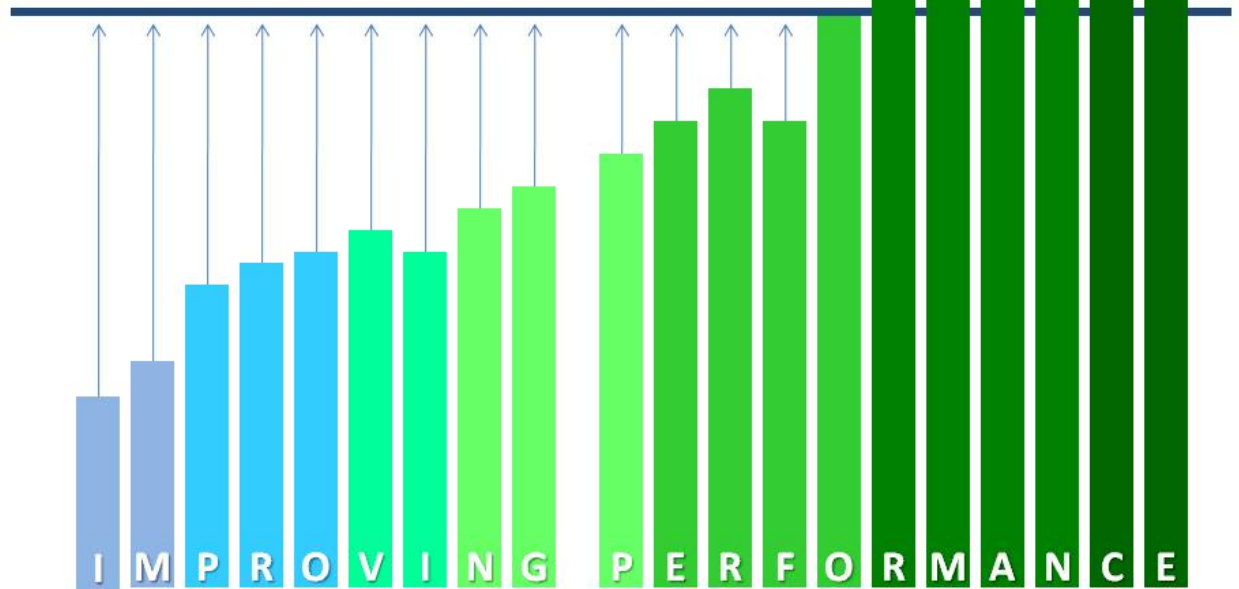
Guy's professional biography was listed in Marquis' Who's Who in America in 2001. He was designated a CPT — Certified Performance Technologist in 2002. In 2004 he was recruited as a Thought Leader for ISPI's Instructional Systems Professional Community. In April of 2010 he received ISPI Honorary Life Member Award for his contributions to the technology of performance improvement and his contributions to the society.



Guy W. Wallace, CPT



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PACT for Instruction & Information - EPPI for Enterprise Process Performance Improvement

Guy W. Wallace, CPT

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Web: www.eppic.biz

performance-based Instructional Design - including Curriculum Architecture Design

My early Group Process "Curriculum Architecture Design" methods were first published by Training Magazine in September 1984.