

Guy W. Wallace, CPT

Professional Biography - 2012

An external consultant for all but 3 years since 1982, Guy has conducted over 250 projects for more than 60 clients, including over 40 Fortune 500 companies, NASA, NAVSEA, NAVAIR, Opel, and Siemens. Many of his clients are repeat customers.

Guy served as a Director at Wachovia Bank's largest Learning & Development organization from December of 2007 until October of 2010, overseeing the Curriculum Architecture function. The takeover by Wells Fargo ended those efforts.

Guy is a CPT – Certified Performance Technologist – and has been since September of 2002.

Guy is known for his consulting work, writings and presentations on both Performance Analysis and Curriculum Architecture for large-scale efforts – collaboratively using the expertise of Master Performers in analysis, design and development efforts. He has received numerous awards and recognition from his clients – at General Motors and at Siemens Building Technologies, and from professional organizations including numerous awards and recognition from the International Society for Performance and Improvement (ISPI).

He was recognized with its highest award by ISPI for his contributions to both Human Performance Technology and the Society by as the recipient of ISPI's Honorary Life Member Award in 2010; and was recruited as a founding member of the American Society for Quality's Influential Voices Program in 2010. He has served on the Board as a Director (1999-2001) and as President-Elect and President (2002-2004) of ISPI.

Guy provides initial project planning and overall project oversight, besides being an individual contributor in many project efforts. His goal is to use the most effective and cost efficient resources to maximize ROI for the client and he uses his extensive network of professionals accordingly. Guy offers performance-based Instructional Design services and human performance improvement services. His planned and predictable efforts are based on experiences gained from more than 250 client projects conducted over the past 30+ years. Overviews for many of his projects are available on his web site: www.eppic.biz



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Recommendations from LinkedIn

Richard E. Clark, PhD

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

“My university research center concentrates on R&D in evidence-based performance improvement and one of our goals is to keep track of the 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.” June 28, 2009

Mary Slaughter, GPHR

Chief Learning Officer – SunTrust Banks mary.slaughter@suntrust.com

“Guy is as talented as they come. I admire his thought leadership and ability to offer strategic, yet practical, guidance on improving human performance. I've known and worked with Guy for 20 years, and his insights and expertise continue to evolve with the changing market and workplace demands. If I'm ever in need of expert advice, I'm confident Guy will deliver great solutions.

What amazes me about Guy is his kindness and humility - he always makes others feel like they have value to offer and incorporates their best ideas in a framework based on solid research. Working with Guy is a pleasure and I always learn from him!” January 2, 2011

Randy Kohout

Vice President of Organization Capability - CUNA Mutual randy.kohout@cunamutual.com

“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. March 27, 2009

Mark Graham Brown

Principal - Mark Graham Brown & Associates

“Guy and I have worked together for 6 years and have known each other for over 25 years. We were both Principals at Svenson & Wallace in Chicago and worked on numerous projects together. I brought Guy in a few years ago to work with one of my Navy clients. He did a fantastic job and the clients loved him. I would not hesitate to recommend Guy or his work for any project. He is a pioneer in performance-based training curriculum design and his approaches are being used in hundreds of organizations, based on his numerous books and publications.

If you want the guy who literally wrote the book on curriculum architecture Guy Wallace should be your first choice. The project will be done on time, on budget, and the documentation will be flawless. He gives 120% to all his clients which is why almost all of them come back to him time and time again for more work.” January 5, 2011

Joseph Sener

Baxter International - Vice President, Business Excellence Joe_Sener@Baxter.com

“I had the great opportunity to work with Guy Wallace while at SWI Svenson and Wallace. Guy taught me a great deal about instructional design and alignment of training systems to strategic needs of the client. When it comes to the world of training system design and alignment, there is none better. Guy is World Class!

In addition, I have since relied on Guy for his clear leadership and thinking on several sticky issues in my own organization.” January 4, 2011

Roger Addison

Chief Performance Officer - Addison Consulting rogeraddison@earthlink.net

“When Guy was President of ISPI he began the process of identifying and clarifying HPT initiatives. He championed a planning process to identify Professional Communities for ISPI. Several technology domains were suggested:

1. Analysis, Measurement and Evaluation
2. Organizations Design and Alignment,
3. Process Design, Motives, Incentives and Feedback,
4. Instructional Systems,
5. Management of Organizational Performance, and
6. The Science of HPT.

Guy was able to move these domains as a focus for ISPI and developed a community of practice. Guy's ability to organize a team and influence a strategic direction was a major advancement for ISPI and the Performance Improvement community.” January 7, 2011

Steve Villachica

Boise State University - Associate Professor stevevillachica@boisestate.edu

“There are lots of people who claim to know about training. There are much fewer who can create performance-based training that helps organizations meet their business objectives. There are fewer still who have created large-scale performance-based training. When I needed someone to talk to students in my instructional design classes about how senior managers think about these projects, I turned to Guy. I attend his sessions at the International Society for Performance Improvement conferences and read his works. I recommend him without reservation.” January 13, 2011

Jim Hill

Proofpoint Systems – CEO jim.hill@proofpoint.net

“I’ve known Guy and his work for many years...and I’m impressed by his professional knowledge and innovations in support of large scale organizational improvement. Guy has (literally) written the book on instructional improvements in the 21st Century but his ability to support enterprise-wide performance is much broader. If someone is looking for a go-to guy ... Guy’s the guy.” April 27, 2009

Dick Handshaw

Handshaw, Inc. – President dick.handshaw@handshaw.com

“Guy Wallace is one of the most credentialed and experienced Instructional Design professionals to enter the Charlotte Performance Improvement community in several years. The depth of Guy's skills in the area of Analysis and Design is difficult to find anywhere. He has written extensively and developed a detailed process that he has used with no less than 49 companies! That constitutes solid research and experience.

Guy has also held leadership positions in ISPI, at one time leading as president of the International organization. It has been a great pleasure getting to know him and the rigor with which he approaches the field of Performance Improvement. I hope we can keep him on Lake Norman and in Charlotte for a long time to come.” March 19, 2009

DeeAnn Claudel

ACS Learning - a Xerox Company - Solutions Architect dee.caudel@acs-inc.com

“Guy Wallace involved my team in a project with GM to build a curriculum for stamping plant supervisors using his CADDI (PACT) process. Guy's energy, experience, and skill, combined with the process made it possible for us to build an 18 month program that eventually won an award for our GM client. Our client really felt that a quality product was produced and that Guy and the team were excellent.” March 16, 2009

Dale Brethower PhD

Professor Emeritus - Western Michigan University dalebret@gmail.com

“Guy is intelligent, informed, competent, constructive, energetic, trustworthy, and fun to work with.”
March 2009

See Guy's LinkedIn profile – with additional Recommendations – over 35 in total – at:
<http://www.linkedin.com/in/guywwallace>

Guy W. Wallace – Consulting Clients & Projects Since 1982

- Abbott Laboratories (3)
- ALCOA (2)
- ALCOA Labs (2)
- Alyeska Pipeline Services Company (2)
- American Management Systems (1)
- Ameritech (1)
- Amoco Corporation (13)
- Arthur Andersen (1)
- ARCO of Alaska (3)
- AT&T (4)
- AT&T Communications (1)
- AT&T Microelectronics (1)
- AT&T Network Systems (24)
- Bandag (7)
- Bank of America (2)
- Baxter (1)
- Bellcore Tech (1)
- British Petroleum-America (1)
- Burroughs (1)
- Channel Gas Industries/Tenneco (1)
- Commerce Clearing House (1)
- Data General (1)
- Detroit Ball Bearing (1)
- Digital Equipment Corporation (2)
- Discover Card (1)
- Dow Chemical (3)
- EDS (1)
- Eli Lilly (7)
- Exxon Exploration (2)
- Fireman’s Fund Insurance (1)
- Ford Design Institute (1)
- Ford Motor Company (1)
- General Dynamics (10)
- General Motors (25)
- GTE (1)
- H&R Block (1)
- Hewlett Packard (5)
- Illinois Bell (3)
- Imperial Bondware (1)
- Imperial Oil (1)
- Johnson Controls (1)
- Kodak (1)
- Lockheed (1)
- MCC Powers (16)
- Motorola (1)
- Multigraphics (1)
- NASA (1)
- NASCO (1)
- NAVAIR (1)
- NAVSEA (2)
- NCR (2)
- Norfolk Naval Shipyard (4)
- Northern Telecom (1)
- Northern Trust Bank (1)
- NOVA (2)
- Novacor (1)
- NSA (1)
- Occidental Petroleum Labs (1)
- Pacific Gas & Electric (1)
- Quaker (1)
- Siemens Building Technologies (1)
- Spartan Stores (1)
- Sphinx Pharmaceuticals (1)
- Square D Company (2)
- SunTrust Banks (2)
- Valuemetrics (1)
- Verizon (3)
- Verizon Information Services (1)
- Wells Fargo Advisors (1)
- Westinghouse Defense Electronics (1)

Overviews for each project may be found via links on this web page: <http://eppic.biz/clients/>

Publications and Presentations

A listing of Guy’s publications, including over 12 books, numerous chapters, columns and articles may be viewed at: <http://eppic.biz/publications/> and a listing of his presentations at: <http://eppic.biz/presentations/>