

Guy W. Wallace



Detailed Professional Biography - 2019

Guy W. Wallace - is a **Performance Analyst and Instructional Architect**.

Guy has been an external consultant since 1982 and has conducted over 250 projects for **more than 80 clients, including over 45 Fortune 500 companies**. His non-F500 firms include: NASA, NAVSEA, NAVAIR; and non-USA firms: British Petroleum, Imperial Oil, Novacor, Opel and Siemens.

Many of his clients have been repeat customers, including Amoco (13 projects), AT&T (30 projects), General Motors (25 projects), General Dynamics (10 projects), and with MCC Powers (16 projects) including later as they became Siemens Building Technologies.

Guy was a CPT – Certified Performance Technologist –2002-2014.

Guy is particularly known for his consulting work, writings and presentations on **both Performance Analysis, and Curriculum Architecture Design**, both in support of business critical, large-scale efforts with significant risks and/or returns. He has conducted 76 **Curriculum Architecture Design** efforts since his first as a consultant in 1982.

His methods are **collaborative**, using the expertise of **Enterprise Stakeholders** and their hand-picked **Master Performers** in instructional and performance support analysis, design and development efforts.

His work has received numerous awards and recognition from his clients – at **General Motors** where his efforts won the Chairman’s Quality Award and at **Siemen’s Building Technologies**, and from professional organizations including numerous awards and recognition from the International Society for Performance and Improvement (ISPI) for work done at **AT&T** and at **HP**.

His work was recognized by ISPI with its highest award, 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 he was recruited as a founding member of the American Society for Quality’s Influential Voices Program in 2010 where he served until 2015.

He has served on the Board as a Director (1999-2001) and as President-Elect and President (2002-2004) of ISPI. He is the co-founder of the ISPI Charlotte chapter (2009).

Guy provides initial project planning and overall project oversight, besides being an individual contributor in many project efforts. His goal is to always use the most effective and cost efficient resources to maximize ROI for the client and he uses his extensive network of professionals accordingly.

Overviews for many of his 250 projects are listed below and are available on his web site: www.eppic.biz

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This Professional Biography presents details of Guy W. Wallace’s professional background:

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A Few of the Recommendations found on LinkedIn

Richard E. Clark, Ed.D.

Professor and Director, Center for Cognitive Technology, University of Southern California

“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

“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

“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

“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 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

“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 at:

<http://www.linkedin.com/in/guywwallace>

Guy W. Wallace - Clients & Project #s - Since 1982

1. Abbott Laboratories (3)
2. ALCOA (2)
3. ALCOA Labs (2)
4. Alyeska Pipeline Services Company (3)
5. American Management Systems (1)
6. Ameritech (1)
7. Amoco Corporation (13)
8. Apotex (1)
9. Arthur Andersen (1)
10. ARCO of Alaska (3)
11. AT&T (4)
12. AT&T Communications (1)
13. AT&T Microelectronics (1)
14. AT&T Network Systems (24)
15. AT&T Network Systems International (7)
16. Bandag (11)
17. Bank of America (2)
18. Bath Fitter (1)
19. Baxter (1)
20. Bellcore Tech (1)
21. British Petroleum-America (1)
22. Burroughs (1)
23. Chamberlin Edmonds – Emdeon (1)
24. Change Healthcare (1)
25. Channel Gas Industries/Tenneco (1)
26. Commerce Clearing House (1)
27. Data General (1)
28. Detroit Ball Bearing (1)
29. Digital Equipment Corporation (2)
30. Discover Card (1)
31. Dow Chemical (4)
32. EDS (1)
33. Eli Lilly (9)
34. Exxon Exploration (2)
35. Federal Express (1)
36. Fireman's Fund Insurance (3)
37. Ford Design Institute (1)
38. Ford Motor Company (1)
39. General Dynamics (12)
40. General Motors (25)
41. GP Strategies (1)
42. GTE (1)
43. H&R Block (1)
44. Hewlett Packard (5)
45. Illinois Bell (5)
46. Imperial Bondware (1)
47. Imperial Oil (1)
48. J.K. Somers & Associates (2)
49. Johnson Controls (1)
50. Kodak (1)
51. Lockheed (1)
52. Lucent (3)
53. MCC Powers (18)
54. Motorola (1)
55. Multigraphics (1)
56. NASA (1)
57. NASCO (1)
58. NAVAIR (1)
59. NAVSEA (2)
60. NCR (2)
61. Norfolk Naval Shipyard (4)
62. Northern Telecom (1)
63. Northern Trust Bank (1)
64. NOVA (2)
65. Novacor (1)
66. NSA (1)
67. Occidental Petroleum Labs (1)
68. Opel (1)
69. Pacific Gas & Electric (1)
70. Performance Design Lab (1)
71. Quaker (1)
72. Qualitest (1)
73. Siemens Building Technologies (1)
74. Spartan Stores (1)
75. Sphinx Pharmaceuticals (1)
76. Square D Company (2)
77. SunTrust Banks (2)
78. Valuemetrics (1)
79. Verizon (3)
80. Verizon Information Services (1)
81. Wells Fargo Advisors (1)
82. Westinghouse Defense Electronics (1)
83. ZS Associates (1)

Plus I have several clients that I am prohibited contractually from identifying.

Project Overviews - By Client

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 ISDeers. 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 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.

Apotex

- 18 month effort to update of Production SOPs and Master Batch Records for 3 GTA Sites. 2013-2014

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.

Bath Fitter

- Conducted an Facilitated Group Process analysis meeting with Master Performers to help the client update their Branch Management curriculum. 2018.

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.

Change Healthcare

- Sales Representative Curriculum Architecture Design. Guy's 76th performance-based CAD project. 2018.

Chamberlin-Edmonds Emdeon

- Health Care Representative Curriculum Architecture Design. Guy's 75th performance-based CAD project. 2013.

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.
- Curriculum Architecture Design via a Group Process – 2-Day workshop. 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: T&D Systems View. 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 two 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.

ISPI (NSPI)

- Project Management of the Redesign of the ISPI (NSPI) Awards System - Pro bono work for ISPI. 1993-1995.

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.
- 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 a congressional commission concluded that the Challenger accident was due partially to management performance issues. 1987.

NASCO

- Associate delivered the PACT Process Workshop: PACT Performance Analyst that I created. 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
- Coaching for a client conducted CAD and MCD effort to redesign the US Navy's Six Sigma training curricula. 2006-2007

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. This led to additional work by my staff.
- 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.

Quaker

- Performance-based Qualification/ Certification System for management. 1996.

Siemens Building Technologies, Inc.

- CAD: Sales Engineering. Guy's 65th CAD project. 1998.

(See other projects for this client listed under MCC Powers - going back to 1983)

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 constrain 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.

SunTrust Banks

- Presentations to Staff on Curriculum Architecture Design and Enterprise Content Architecture. 2010
- Presentations to Staff on Redesign and development of a Curriculum for 75+ high priority Target Audiences. 2010
- Project Planning for Curriculum Redevelopment effort 2010-2011

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-EPPISM) 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. This was also an MCD effort where we reduced the total curriculum length for all seven regions, which each had their own unique sets of content, from 338 days to 187 days, designing 1,888 content objects (447 were shared, and 1,441 were unique to one of the seven regions). Approximately 75% of the content was the same for each of the 7 Paths.
- 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.

Verizon Information Services

- Redesign of the Initial Sales Training Curriculum. 2005

Wells Fargo Advisors

- Consulting and Curriculum Design facilitation for 3 days of workshop content for senior Wells Fargo Advisor audiences. 2010.

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 CADs for CAD). 1983.

Guy W. Wallace - Publications Since 1979

- Post-CAD Analysis, Design, Development, Pilot Test and Revision & Release – ISPI PerformanceXpress August 2018
- Prioritization of the Gaps in the Current State Available Curriculum – ISPI PerformanceXpress July 2018
- CAD – Curriculum Architecture Design of T&D/L&D Paths – ISPI PerformanceXpress June 2018
- Analysis of Performance, Gaps and Enabling Knowledge/Skills – ISPI PerformanceXpress May 2018
- Client Needs and Project Planning for Performance-Based Instruction – ISPI PerformanceXpress April 2018
- Performance-base Instruction to Performance Improvement – ISPI PerformanceXpress February 2018
- The Value of ISPI Chapters by ISPI Future, Current, and Past Presidents – ISPI PerformanceXpress Chapter Corner – December 1, 2014
- Thoughts About Programming - ISPI PerformanceXpress Chapter Corner - April 1, 2013
- Remembering Joe H. Harless: Our Friend & Colleague – ISPI’s Performance Improvement Journal – November 2012
- Assessing the Processes of Learning & Development for ROI - Part 3 of 4 – PROVEN: Beyond the Process – July 2012
- Assessing the Processes of Learning & Development for ROI - Part 2 of 4 – PROVEN: Beyond the Process – April 2012
- Pilot–Testing Instructional and Informational Content – ISPI Charlotte Journal – March 2012 – [here](#)
- Chasing Down the Elusive Credits for Facts and Fictions in Learning and Improvement – eLearn Magazine – February 2012 – [here](#)
- Commentary – ISPI’s Performance Improvement Quarterly – January 2012 –[here](#)
- Assessing the Processes of Learning & Development for ROI – Part 1 of 4 – PROVEN: Beyond the Process – January 2012
- Why Is the Research on Learning Styles Still Being Dismissed by Some Learning Leaders and Practitioners? - eLearn Magazine November 2011
- Lean-ISD (1999) now available as a paperback
- Training and Development Systems View (2001) now available as a paperback
- Lessons in Making Lemonade – Volume 1 (2011)
- Lessons in Making Lemonade – Volume 2 (2011)
- Stakeholders Beyond the Customers: The Customer Is King (Not) - ISPI’s PerformanceXpress eNewsletter – November 2011
- The Fifth Management Foci – Avoiding Foo Foo in Foci 1 – 4 (2011) – as paperback
- Teaming for Training Development – PROVEN October 2011
- The Curriculum Manager’s Handbook (2011) - as Paperback and Kindle
- Analysis of Performance Competence Requirements (2011) - as Paperback and Kindle
- Performance-based Curriculum Architecture Design (2011) - as Paperback and Kindle
- Performance-based Modular Curriculum Development (2011) - as Paperback and Kindle
- Developing Your Management Areas of Performance Competence (2011) – as Paperback and Kindle

- From Training to Performance Improvement Consulting (2011) – as Paperback and Kindle
- Quick Tips For Developing Informal Online Questionnaires - By Mary Norris Thomas, CPT, PhD, Guy W. Wallace, CPT, & Jeanne Farrington, CPT, EdD - ISPI's Performance Xpress E-Newsletter – May 2011
- Quarterly Column: Enterprise Process Performance Improvement – Part 9 of 9 – PROVEN January 2011

- Professional Career Maintenance and improvement Investment for Returns – ISPI Charlotte Journal – November 2010
- Quarterly Column: Enterprise Process Performance Improvement – Part 8 of 9 – PROVEN October 2010
- Segue From Learning to Performance – 36-page booklet – October 2010
- The ISPI Charlotte Chapter Start Up Story 2009-2010 – by Dick Handshaw and Guy W. Wallace - September 1, 2010
- Quarterly Column: Enterprise Process Performance Improvement —Part 7 of 9 - PROVEN June 2010
- Quarterly Column: Enterprise Process Performance Improvement —Part 6 of 9 - PROVEN March 2010
- Quarterly Column: Enterprise Process Performance Improvement —Part 5 of 9 - PROVEN July 2009
- Quarterly Column: Enterprise Process Performance Improvement —Part 4 of 9 – PROVEN April 2009
- Quarterly Column: Enterprise Process Performance Improvement —Part 3 of 9 – PROVEN January 2009
- Quarterly Column: Enterprise Process Performance Improvement —Part 2 of 9 – PROVEN October 2008
- Empowerment As a Process – HR Matters – September 2008
- Quarterly Column: Enterprise Process Performance Improvement—Part 1 of 9 – PROVEN June 2008
- Performance-based Employee Qualification/ Certification Systems (book) - coauthored with Ray Svenson – January 2008
- The Enterprise Process Performance Improvement Model – ISPI's Performance Xpress E-Newsletter – January 2008
- Quarterly Column: Enterprise Process Performance Improvement Tools & Techniques – BPTrends.com December 2007
- Quarterly Column: Enterprise Process Performance Improvement Tools & Techniques – BPTrends.com September 2007
- Quarterly Column: Enterprise Process Performance Improvement Tools & Techniques – BPTrends.com June 2007
- Quarterly Column: Enterprise Process Performance Improvement Tools & Techniques – BPTrends.com March 2007
- Management Areas of Performance (book) – January 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 3 of 3) ISPI’s Performance Xpress E-Newsletter (December 2005)
- Performance-based Human Asset Management Systems – BPTrends.com (December 2005)
- Empowerment (Parts 2 of 3) ISPI’s Performance Xpress E-Newsletter (November 2005)
- Performance-based Human Asset Management Systems – BPTrends.com (September 2005)
- Empowerment (Parts 1-of 3) ISPI’s Performance Xpress E-Newsletter (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
- 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)
- T&D Systems View (book) (May 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)
- Lean-ISD (book) (January 1999)
- “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)
- Continuous Improvement And Training – Training & Development Yearbook (1994/1995)
- Quality Roadmap—How to Get Your Company on the Quality Track—And Keep It There (book) - Amacom (1994)
- “Empowerment is Work, not Magic” - The Journal for Quality and Participation (September 1993)
- Costing Out A Training Project – Training & Development Yearbook (1992/1993)
- “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)
- Project Management for Training & Development Projects – Chicago NSPI P&I (December 1986)
- Consulting- Sub-Contracting- Freelancing - Chicago NSPI P&I (December 1985)
- “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)
- “Customer Complaints” – Wickes Lumber Dimensions (September 1979)

Guy W. Wallace - Presentations Since 1982

- ATD Buffalo/Niagara Falls – Webinar – “Performance Improvement and Training Strategy & Design” – September 20, 2018
- The World Bank – Webinar – “Performance Competence Improvement – Beyond Instruction” – July 12, 2018
- Concordia University – Montreal – To a Consulting in Educational Technology MA class – “Performance Improvement Consulting” – via Skype – May 9, 2018
- ISPI Bay Area – Webinar – “Learning Architecture Design/ Curriculum Architecture Design” – January 8, 2014
- ASTD Charlotte – Day of Learning – Wednesday December 4th, 2013 – Rock Hill SC - “Performance & Enabler Analysis”
- ISPI Potomac – Webinar “Performance & Enabler Analysis” – October 8, 2013. My 34th presentation to an NSPI/ISPI Chapter.
- ISPI Michigan – Project Planning Tools & Techniques for ISD & Performance Improvement Efforts – February 22, 2013 – all materials [here](#). My 33rd presentation to an NSPI/ISPI Chapter.
- ISPI Michigan – Analysis Tools & Techniques for ISD & Performance Improvement Efforts - February 21, 2013- all materials [here](#). My 32nd presentation to an NSPI/ISPI Chapter.
- Chicago ISPI – Remote Cracker Barrel Session - The Enterprise Process Performance Improvement Model for Analysis - June 13, 2012 – 6-9 pm CDT – My 31st presentation to an NSPI/ISPI Chapter.
- ASTD Forum – 60 Minute Webinar - *performance-based* Curriculum Architecture Design – via a Group Process - May 15, 2012 - (invited speaker; session for Members Only)

- Data to Drive Performance Into Talent Management Systems - ASQ HD&L - 60 Minute Webinar April 25, 2012
- Discussing Tips for Pilot-Testing Instructional Content - ISPI's 50th Anniversary Conference – Toronto – April 23, 2012
- How to Plan and Conduct a Curriculum Architecture Design Effort and Why – TRAINING 2012 – Atlanta – February 15, 2012
- Curriculum Architecture Design - ISPI Central Florida Chapter – January 19, 2012
- Curriculum Architecture Design - ISPI Armed Forces Chapter – Webinar – December 7, 2011
- Project Planning & Management – ISPI Chicago – Virtual Cracker Barrel – October 26, 2011
- Curriculum Architecture Design - Central Missouri ASTD Chapter – Webinar – October 12, 2011
- When Curricula Collide and Do Not Segue – NSA – Cryptologic Training Council Conference – May 12, 2011 – Pensacola
- Modeling Mastery Performance via a Group Process – ISPI Bagel Barrel – ISPI 2011 Conference – April 13, 2011 – Orlando
- Enterprise Process Performance Architecture – ISPI Armed Forces Chapter – February 15, 2011.
- Performance-based Curriculum Architecture Design - ISPI Hampton Roads - October 28, 2010.
- Modeling Mastery Performance and Systematically Deriving the Enablers Workshop - ISPI Kansas City - October 21, 2010.
- Modeling Mastery Performance and Systematically Deriving the Enablers Workshop - ISPI Tampa – May 26, 2010.
- Adapting ISD for a Navy Continuous Improvement Curriculum Effort -ISPI Conference – San Francisco April, 2010.
- Cracker Barrel: Practical Applications of the Management Areas of Performance Model - ISPI Conference – San Francisco April, 2010.
- 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 E-Learning 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.
- Performance-Based Employee Qualification/Certification Systems Implementation and Test Development with Ray Svenson - ISPI Conference—San Francisco—April 2007.
- Quickly Modeling Mastery Performance and Systematically Deriving the Enablers - ISPI Conference—San Francisco—April 2007.
- Bagel Barrel— An Enterprise Process Performance Model ISPI Conference—San Francisco—April 2007.
- Alternative Ways of Looking at Training Design – with Thiago and Rich Pearlstein - ISPI Conference—San Francisco—April 2007.

- Performance-based Curriculum Architecture Design - ISPI Conference—San Francisco—April 2007.
- 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 – ISPI International Conference – Dallas - April 2002.
- Performance Modeling – Cracker-barrel Session – ISPI International Conference – Dallas - April 2002.
- 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.
- Accelerating Front-End Analysis Using a Group Process Technique – with Ray Svenson – ASTD National Technical & Skills Training Conference – 1992.
- 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.
- Group Process for Job Modeling – with Ray Svenson at the Houston Chapter of NSPI - November 1982.