

# Achieve Strategic Goals by Improving Frontline Ability to Execute!



## How High Performance Training Works

High Performance Training confronts a pressing strategic need in your organization that requires better performance from your people.

We attack that need not just with learning and performance improvement experts, but with seasoned business and strategy consultants. Together we build an experiential learning solution that:

- Combines market and strategic insights with proven learning techniques.
- Digs into the real business issues at stake, to create an understanding of what's truly critical to success.
- Builds required execution and decision-making skills through trial, error and remediation (learn by doing).
- Delivers measurable improvement and results.

It's accepted wisdom that before frontline teams can execute a new strategy, direction or market approach, they first must understand it.

But understanding alone is not enough. To execute at a high level, teams must be prepared and taught how to take action.

High Performance Training from Market Strategy Group is the answer. Our customized learning programs equip people with the key skills and knowledge required to solve your toughest execution challenges.

### The Outcomes

High Performance Training prepares frontline teams to execute decisions and actions that advance senior management goals. The improved execution typically serves to:

- Increase sales
- Improve profitability
- Strengthen customer satisfaction and loyalty
- Shore up competitive vulnerabilities
- More nimbly seize growth opportunities

For example, a leading software company sought breakthroughs in customer satisfaction to correct a chronic competitive weakness. Our customized client focus workshop helped the client lift customer satisfaction scores to their highest levels in four years.

### The Next Step

High Performance Training makes sense for any organization facing challenges related to strategy, competition, customers/ markets, performance targets, or operating metrics that rest squarely on frontline team performance.

Learn how High Performance Training Solutions from Market Strategy Group can help your organization execute at a higher level. Contact Michael Krauss, President, at 312-356-5737 or [Michael.Krauss@mkt-strat.com](mailto:Michael.Krauss@mkt-strat.com).



*We help clients set plans,  
drive results and pinpoint performance gaps.*