



Primary Services Include...

- **CHANGE MANAGEMENT**
Reorganization, new systems implementations, changing the focus of an organization, and a myriad of other business dynamics require leadership to understand the fundamentals of leading change effectively.
- **LEADERSHIP DEVELOPMENT**
Assessing and developing skill and capability both in individual leaders and the leadership group as a body.
- **ORGANIZATIONAL ASSESSMENT**
Structured interviews to determine the key drivers, barriers, strengths and opportunities within an organization's structure and culture.
- **SUCCESSION PLANNING**
Identification and preparation of leaders for succession positions as a logical extension of leadership development.
- **STRATEGIC PLANNING & ALIGNMENT**
Following a balanced scorecard approach ensures all key stakeholders are represented and their major needs accounted for in the organization's overall goals while measuring progress toward goals on a monthly basis.
- **WORKSHOP, SEMINAR & MEETING DESIGN**
Our task is to provide a process that makes the decision making of the group more effective, efficient, focused and enjoyable. We focus on designing a process so participants optimize decision making and results.



MANUFACTURING AND MINING

- A. B. Hirschfeld Press, Inc. –*Denver, CO*
- Custom Graphics –*Solon, OH*
- Eastman Kodak Company, Colorado Division –
Windsor, CO
- Friesens Corporation –*Altoona, Manitoba, Canada*
- Imperial Lithograph –*Phoenix, AZ*
- Interface, Inc. –*Scottsdale, AZ*
- Kodak Polychrome Graphics –*Fairfield, CT and Windsor, CO*
- OMYA Arizona –*Superior, AZ*
- SmartPractice –*Phoenix, AZ*

UTILITIES AND GOVERNMENT

- Central Arizona Project –*Phoenix, AZ*
- Colorado 8th Judicial District –*Fort Collins, CO*
- Department of Interior, Minerals Management Division –*Denver, CO*
- State of Arizona –Public Safety Personnel Retirement System –*Phoenix, AZ*

PROFESSIONAL SERVICES

- Golf for Cause –*Phoenix, AZ*
- Headlines of the Rockies –*Fort Collins, CO*
- Leading Achievers –*Scottsdale, AZ*
- Northern Engineering Services –*Fort Collins, CO*
- Renaissance Personnel Group –*Phoenix, AZ*
- ROI Properties –*Phoenix, AZ*
- Shonna James Communications, LLC –*Phoenix, AZ*
- Silver Rose Speaks –*Phoenix, AZ*
- State Farm Insurance –*Fort Collins, CO*

NOT-FOR-PROFIT ORGANIZATIONS

- Foothills Community Foundation –*Carefree, AZ*
- Phoenix Seminary –*Phoenix, AZ*
- Scottsdale Healthcare –*Scottsdale, AZ*
- Seattle Breast Diagnostic Center –*Seattle, WA*
- Waukesha Regional Hospital –*Waukesha, WI*



PROVIDING
CUSTOMIZED SOLUTIONS

INCREASING
SKILLS AND CAPABILITIES

DELIVERING
TARGETED RESULTS

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Scottsdale AZ 85255

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PEAK PERFORMANCE CONSULTING

CORPORATION is an organizational development company. Simply defined, organizational development (OD) is the application of a planned effort intended to increase the effectiveness of an organizational entity. It is holistic in its approach and for the effort to be successful, it must be managed from the top and include a variety of intentionally planned activities that taken together yield a "shift" in the organization's culture and results.

At Peak Performance, we work with companies to assess and design business solutions that deliver results. Our customers range from small businesses to large Fortune 500 companies located throughout the United States and Canada.

Our mission is to provide customized solutions, increase the skills and capabilities of the organization and its employees, and deliver targeted results.

"Without the metrics we now have in place, we would not have been able to measure our progress and results. Everyone can see how what they do contributes to the success of the company."

• John Ferree –President
Scottsdale Healthcare
Foundation



Joyce Friel is the president of Peak Performance Consulting Corporation, an organizational development company that works with clients to assess and design business solutions that deliver results.

With more than 25 years' experience in the organizational development, human resources, and process improvement consulting fields, Friel serves as a business leader, strategist, facilitator, catalyst and developer. Her applications' experience comes from having led change in both Fortune 500 and smaller organizations, including Eastman Kodak, IBM and Kodak Polychrome Graphics.

She is passionately dedicated to the value of focusing on the 'soft stuff' because it improves the 'hard stuff' bottom line. Her enthusiastic, personable manner creates an energizing, collaborative work environment.

Friel is a certified Senior Professional in Human Resources (SPHR) and has a master's degree in management with honors from Regis University.

She is an active member of:

- Arizona Business Leaders
- Scottsdale Chamber of Commerce
- National Society for Human Resource Management (SHRM)
- Arizona SHRM Consultant's Forum
- National Organizational Development Network
- Executive Women's Golf Association.

Friel is frequently seen quoted as an industry expert in *The Arizona Republic's* weekly "Ask the Expert" column.

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TRUST

You must give away trust before you get it back. When you trust others, keep your commitments and deliver results, others view you as trustworthy. We trust our clients to be honest, genuine, and forthright. In turn, we are that way toward our clients.

RESPECT

When you respect others through your words, actions and attitudes, they respect you in return. You don't gain respect from others until you first respect them. This fundamental belief underpins how we treat our clients.

"Peak Performance was especially helpful in seeing our needs, designing practical processes and solutions, and getting people to use them."

• Robert Berman –Corporate Vice President
Human Resources
Eastman Kodak Company,
Rochester, NY

CREDIBILITY

You build credibility through having common understanding and then reaching mutual agreement. Without these, credibility will not occur. When we have mutual agreement on the desired outcomes and deliverables, we have won the opportunity to gain credibility by delivering results.

PROFESSIONALISM

Professionalism is as much a style as it is a state of mind. Our style and state of mind are founded on honesty, integrity and trustworthiness as well as the physical image of professionalism we convey.