



CLIFF CHALON

The Global Authority On World-Class
Performance Through People And Culture

About Cliff Chalon

Cliff Chalon is the global authority on world-class performance through people and culture. With over 15 years of working exclusively with senior executives who are responsible for building their organisation's performance culture, he is a master at generating sophisticated and significant improvements in performance.

Using a meticulously-developed scientific method, Cliff combines empirical results with his years of experience to craft bespoke cultural directives that facilitate improvements in teamwork, employee job satisfaction, staff retention and most importantly, he helps create high-performing teams who in turn drive productivity and revenues for companies.

Whether you have hit a plateau as a business, have a leadership team that has great individuals but isn't quite firing on all cylinders, or you have a distinct lack of cohesion between departments or staff members, you can use the scientific method to get back on track to high-performance.

In his new book, *Achieving World-Class Performance*, Cliff reveals 10 truths that senior executives must know to ensure their people and culture produce great performance. Through case studies and personal insights, he explores the challenges around developing and priming teams for productivity.

Who are we and how do we help you?

- ✓ CPC is a boutique firm specialising in the unique business arena of performance consulting—we address issues and challenges that involve people and culture.
- ✓ We understand that, when individuals, teams and resources are brought together, optimised and sustained via a strong culture, it is possible to achieve world-class performance.
- ✓ CPC decodes the path to world-class performance by focusing on six key factors surrounding people and culture—performance, strategy, change, leadership, team, and culture.
- ✓ Training is not the only solution. We use powerful assessment tools, including surveys, profiles and other research-based materials, to precisely diagnose your company's issues and challenges so you will know the best path to take.
- ✓ CPC solves real talent management issues and challenges by helping our clients adapt and change so they can achieve their identified outcomes and evolve a sustainable performance culture.

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“Organisations with world-class performance generate 2.4 times the three-year equity market returns, as compared with typical companies in their industry. They also deliver that performance with 57% fewer staff”

The Keys To World-Class Performance... *Are Not As Elusive As You Might Think!*

In the current global business environment, organisations are faced with critical decisions that will either help them survive or perish.

The turmoil created by the era of IR 4.0 and technology continues to press many organisations into reviewing their strategic direction in great detail and focusing on areas where performance has missed the mark. For many, it will require a significant shift in their mindset and paradigms to be able to compete successfully.

In this VUCA world, the need for leadership and soft skills is more in demand than ever

before. One of the most critical decisions that organisations have to make today is how best to handle talent management in a way that will sustain performance and evolve a strong culture.

A recent report by McKinsey on automation and the future workforce (2018) confirms there will be a growing need for workers with finely tuned social and emotional skills, along with an increased demand for leadership and management skills, as well as higher cognitive abilities such as creativity, critical thinking, decision-making and complex information processing. All of these skills are ones that machines are a long way from mastering!

Donald Tosti, a noted researcher in applied behavioural psychology and a pioneer of performance technology for organisation, said it best when he stated that “fundamentally, every organisation is a human performance organisation.”

Additional research has found that organisations with world-class performance generate 2.4 times the three-year equity market returns, as compared with typical companies in their industry. They also deliver that performance with 57% fewer staff and are consistently ranked by customers and industry experts as being “the best of the best.”

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The accolades received by these organisations are justly deserved because they apply unrelenting energy to achieving world-class performance. Too often, poor performance issues lead organisations to a knee-jerk reaction, where training is regarded as the universal panacea.

Training is not the only solution—it is one of many possible paths to improve performance. The use of training alone can lead to incorrect talent decisions, often with significant cost. The current wastage factor in training expenditures is around 80%.

This means that even the best training programs are having only a 20% impact!

This result begs a response to these key questions:

- ✓ **How do you effectively gather data and examine the issues that are critical to your business?**
- ✓ How do you address your talent performance issues and challenges?
- ✓ **How can you develop the ability to adapt to required changes?**
- ✓ How can you achieve a sustainable performance culture?

When individuals, teams and resources are brought together, optimised and sustained via a strong culture, it's possible to achieve world-class performance. At Chalon Performance Consulting (CPC), we address the issues and challenges that involve people and culture.

Every organisation has a desired level of performance—particular outcomes they aspire to. These outcomes depend on the type of business, products, services and locations the organisation provides. However, the achievement of these outcomes is not guaranteed.

The complexities of competition, globalisation, diversity, size, technology, political turmoil, and talent supply and demand factors contribute to the very real propensity for performance problems.

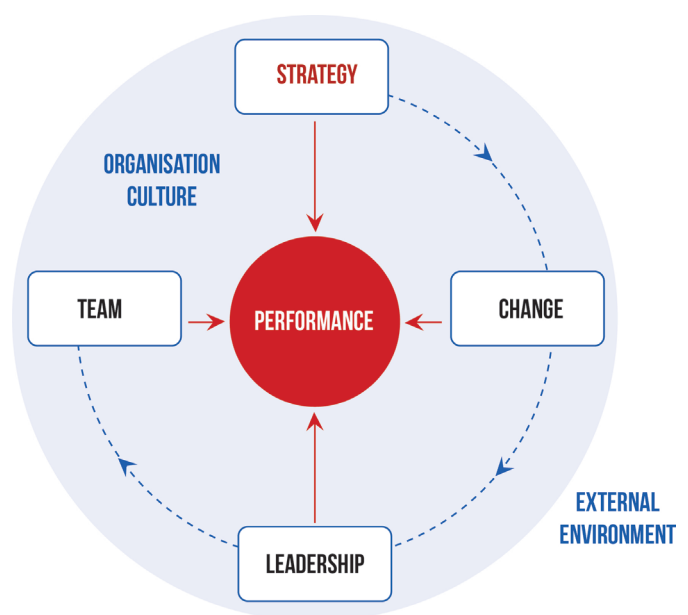
Performance is elusive and, if not planned or managed wisely, can bring disastrous results.

The Framework Of Success

At (CPC) we have learned, from many years of working with different organisations around the world, that some things don't change when it comes to delivering performance. This simple fact lead us to create what we call ***The CPC Framework***, which addresses key factors which must be developed and utilized effectively to produce world-class performance.

These factors provide the basis for determining whether an organisation is focused, fully competent and performing in all dimensions or if there is room for improvement. The framework may also be used to leverage higher performance levels so that organisations can stay at the forefront of their markets and lead the competition.

For more than 15 years, we have tested this framework and proved through empirical data that the core elements of performance, strategy, change, leadership, culture, and team are crucial to organisational success. Any organisation can achieve world-class status with clear focus and effort on these key factors.



6 Key Performance Levers: The CPC Framework

The Value Of A Strong Culture

One of the best ways to underpin performance is through a strong organisational culture—one of the key factors in *The CPC Framework*.

Culture can be expressed simply as “the way things are done around here.” Edgar Schein, often recognised as the driving force behind modern organizational culture, defines culture as “a pattern of shared basic assumptions learned by a group as it solves problems of external adaptation and internal integration.”

Whichever definition you gravitate towards, the importance of culture is not lost on today’s organisational leaders. Over 90% of C-suite executives identify culture as crucial to performance, with an even greater number (92%) saying that improving organizational culture improves company value.

And yet only 15% say their firm’s corporate culture is “where it needs to be.”

We use the “5 C’s” at CPC to help clients identify if they’re on track to evolve into a strong and sustainable culture:

- 1) Clarity on purpose – your “why”
- 2) Clarity on core capability – your “know-how”
- 3) Clarity on delivery – your products & services
- 4) Clarity on values – accountability, integrity, trust, e.g.
- 5) Clarity on key metrics – consistent achievement

When you focus on the above, your organisational culture will be rock-solid, and your performance will take off.



The CPC Difference

CPC uses powerful assessment tools, including surveys, profiles and other research-based materials, to precisely diagnose your company’s performance issues and challenges so you will know the best path to take. An accurate diagnosis is essential, and our tools highlight all critical performance factors.

Our goal is to solve real talent management issues and challenges by helping our clients adapt and change so they can achieve their identified outcomes and evolve a sustainable, world-class performance culture.



“People think focus means saying yes to the thing you’ve got to focus on. But that’s not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully.”

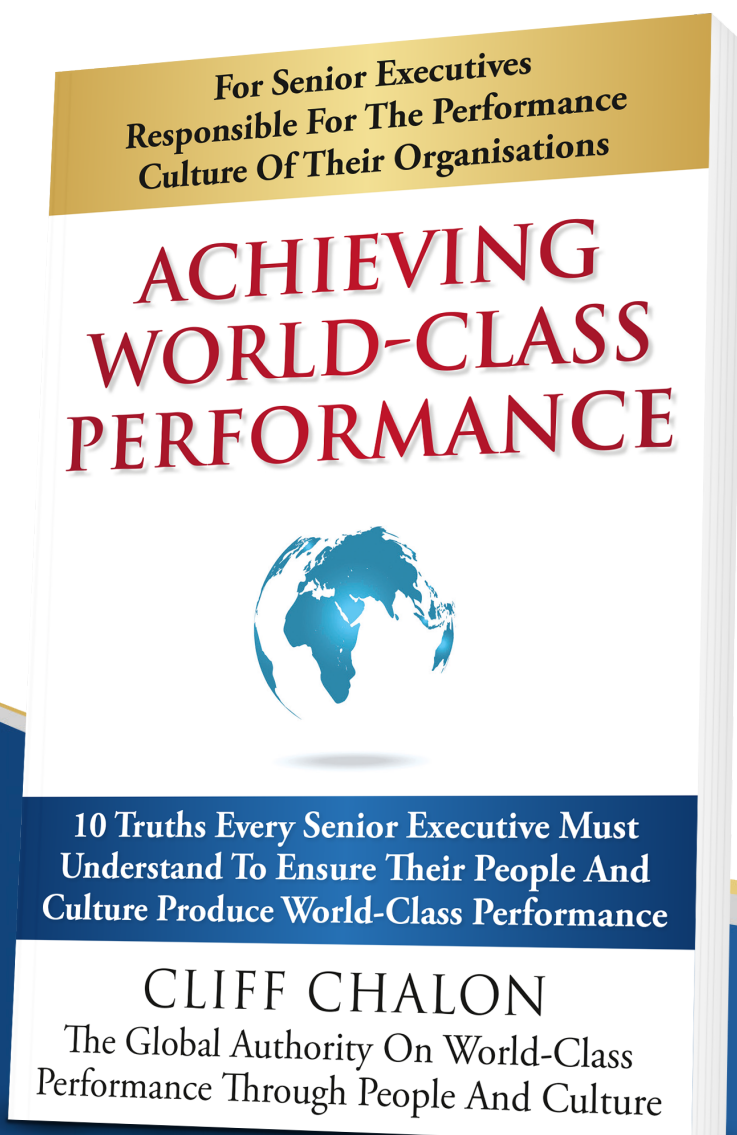


-- Steve Jobs

Employ This Proven, Scientific Approach To Supercharge Your Productivity And Profits!

In this breakthrough book, you'll discover:

- ✔ How to develop a senior leadership team with the specific and crucial competencies you require
- ✔ How to empower each team in your organisation to constructively process differences in culture
- ✔ How to foster staff and management who are transparent in their dealings with each other
- ✔ How to instill a culture in your leadership team that is geared towards success
- ✔ How employing a proven, scientific approach will improve your progress, productivity and profits



A personal note from Cliff...

For many years, I have been approached by companies who want to get a handle on how to reach a level of sustainable performance through their people and then build a culture of high performance that doesn't go by the wayside or becomes variable over time.

When I arrive at a new company, my first task is to survey the scene, using a combination of my own observations and the anecdotal information that comes from the verbalising of what the company sees as the problem. In some cases, what they have identified as the problem is not always the truth of the matter.

I've worked in 16 countries within the Asia Pacific area and have been as far afield as the UK and the US to help countless companies redefine their own performance through culture.

Having spent some 20 years in the HR space as a HR director, I finally struck out on my own. It soon became very apparent to me that I wanted to have a niche and that I wanted to work with companies and develop their culture.

The reason for my fascination stems from my understanding of the importance of culture. What's more, I knew from my own experiences that it was possible to apply methodology to culture. It can be changed, it can be crafted and as a result, when taken seriously, it can be the difference between success and failure.

What Others Say

"Cliff introduced a structured strategic planning process that not only met our statutory needs for an annual Statement of Corporate Intent and a Strategic Development Plan but also contributed significantly in producing a commercial orientation in ChemCentre."

I particularly appreciated the logical and coherent CPC framework Cliff worked within, and the way in which my staff could immediately apply it to the planning process to produce goals and objectives. The structured way in which we could then apply SMART actions and their inherent KPIs has meant that staff are clear about what is expected from them and accountable for performance."

Peter Millington,
Former CEO, ChemCentre

"I met Cliff five years ago when I attended a leadership development program in a former company. The workshop covered a range of topics, such as planning, performance management, motivation, communication, team work and situational leadership. It was truly an inspiring training program, complemented with a range of profiles, practical tools and frameworks."

Cliff has a relaxed, friendly and easy style which makes for a very conducive learning climate. He creates interest and generates active participation with carefully selected experiential learning activities."

It was truly an insightful and cathartic experience for me, and the learnings remain with me to this day. I would have no hesitation in recommending Cliff to any organisation who wants to galvanise the performance of their leaders and create sustainable results."

Alizia Dhillon,
HR Director, Kone Malaysia

"I met Cliff more than seven years ago when we needed someone to help us revitalise our HR function. He was very thorough, professional and shared his extensive expertise freely. The end result was that our HR function was put on track to performing as a true HR business partner fully aligned to the business needs."

Cliff has an easy-going, approachable style, and the proven systems and tools he applies are leading-edge, practical and useful. He is particularly adept in precise analysis of culture that supports systems, behaviours, skills and practices to get clarity and direction on achieving desired performance outcomes."

We benefitted greatly from his "words of wisdom," world-class tools, case studies and strategies, and his ability to align them to the practical element of our business."

Jacqueline Lane,
Chief Corporate Services Officer, ORS Group

"Cliff has a relaxed, friendly and engaging style which fosters a conducive learning climate. He genuinely creates excitement in the participant groups while also taking time to deal with individual needs. His infectious energy and humour generate active participation among the culturally diverse groups."

We are indeed fortunate to have a person of his calibre helping with this important initiative. I feel sure any organisation would similarly benefit from his skills."

John Ho,
Regional CFO, Altana
Singapore

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