



→ Building and sustaining high performance organizations, teams, and individuals is what we do.

→ If you're an [organization](#) looking to improve your productivity or to take it to new heights - we help you shape your vision, develop effective leaders, elevate employee commitment and performance, define and use performance metrics, successfully implement change, and move the culture in the desired direction.

→ If you're a [team](#) looking to become more effective and efficient - we help you create a positive framework by defining what team success looks like, through the selection and training of team members, by building team metrics and rewards, and by managing change throughout the life cycle of the team.

→ If you're an [individual](#) looking to improve your career or personal life - together we can define your passions, gifts, and goals, and then implement a solid plan to make them a reality. Essentially, we help you to live your passion and give your gift. Whether you are seeking to be more successful on the job, positioning yourself for a promotion, or are considering a career change, it is imperative that you are prepared for the future that lies ahead. We'll get you there.

Our mission is to maximize organizational and human performance. We do that by making improvements to the **work** - how it is organized, assigned, performed; the **worker** - their skill and commitment levels; and the **workplace** - how the physical, emotional, and risk environments affect performance.

Proven Methods, Proven Results!

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Jeffrey Parks

PBI was formed by Jeffrey Parks in 1998, after serving as the Director of Training and Performance Improvement for the entire U.S. Coast Guard. During this tenure, Mr. Parks also served as the Coast Guard's Leadership Training Manager and led the Service in the development of its' first-ever set of core values.

Mr. Parks is an active member of the International Society for Performance Improvement (ISPI). He was chosen as the Potomac (Washington D.C.) Chapter Volunteer of the Year in 1993 and served as Chapter President from 1996-1997. He conceptualized and led the Potomac Chapter in a Community Service Project with the Arlington-Alexandria Coalition of the Homeless that won a national ISPI award. He holds a Masters Degree in Education - specializing in Guidance and Counseling, and is certified in Strategic Change Management by the Centre for Strategic Management. Mr. Parks is also an Associate Director for the U. S. Foundation for Performance Measurement and an adjunct instructor for the Balanced Scorecard Institute.