



# **Dobson Associates**

Human Performance Consultants

## The Value of Human Performance

*It is not Magic.....It is not Luck.....It is not an Art.....*

*It is Technology.....It shows specifically how to do it.....*

*It teaches people how to do it, so they can do it.....*

### **Do What?**

Use procedures that we develop together to consistently provide reliable results (total results—not piece-meal results).

We employ a systematic methodology to analyze and to identify the opportunities for improvement.

Combining Human Performance with Instructional Design principles can assure that training delivers: the right knowledge to the right people and at the right time to help improve workplace performance that is related to a significant business issue.

To prove the worthiness of Human Performance we apply a simple cost-benefit principle---the accomplishments / results must be of greater value than the behavior needed to produce them.

### **Three Essential Features of Human Performance**

- ❖ Setting clear and measurable goals / expectations
- ❖ Putting the resources of measuring goals in the hands of performers
- ❖ Applying and Optimizing resources based on measured results until the goals / expectations have been achieved and maintained

### **Three Important Value Points of Human Performance**

- ❖ Organizational Fit---- the focus is on the organizations success in the marketplace
- ❖ Results----(our main focus)---- we are not overly concerned with the means or approaches
- ❖ No Magic / Silver Bullets---- that no single approach is to be considered as the remedy for all performance issues

Our intentions with Human Performance interventions are to look at the “how” to organize, “how” to sequence and “how” to support the proper and effective use of all tools, techniques, and approaches available in support of our client’s / organization’s success.

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