

FACT SHEET

Who They Are

Anderson Performance Improvement Company (APIC) leads the industry in unlocking the performance potential of a wide range of businesses worldwide. It has built a solid reputation as a pioneer of high-tech solutions for employee, channel, and customer motivation and incentive award programs. The company won the prestigious Circle of Excellence Award from the Incentive Marketing Association for its “Leveraging Excellence” Program along with Honorable Mention from the Employee Involvement Association for its communications in creating awareness and excitement for employee involvement. For three years running APIC has been selected as one of the top 13 incentive and recognition providers in HRO Today Magazine’s “The Baker’s Dozen” and in 2008 the company was ranked fourth.

APIC is so confident of its ability to improve efficiency, cost-effectiveness, productivity, customer satisfaction, and profitability that it **GUARANTEES clients a 200 percent Return on Investment when programs are designed in partnership with the client.**

What They Do

APIC works with companies to develop programs that communicate, reinforce, measure, and reward key behaviors. These innovative programs are designed to produce lasting performance improvement, and ultimately improve a company’s bottom line.

APIC provides a customized, turnkey platform. It designs, implements, and manages cost-effective performance improvement programs that not only focus on a company’s strategies for growth, but delivers results that are directly measurable by ROI criteria.

It is not only high-powered, cutting-edge technology that sets APIC apart. The company also is unique within the industry because of its philosophy and approach to performance improvement. For example, Anderson Performance Improvement:

- **Creates lasting improvements** — by focusing on behaviors and activities. Best Practices get desired results.
- **Deploys practical programs that work** — because it deals with hands-on realities rather than theory. It implements rather than merely consults.
- **Creates a one-to-one culture** — with programs that serve not only the management team, but also line employees at every level.
- **Provides experience where it counts** — with decades of combined experience in the performance improvement and incentive industry.
- **Promotes diversity** — as a female-owned business. APIC is firmly committed to equal opportunities for women and minorities.
- **Offers security and confidentiality** — by maintaining the industry’s highest security standards. APIC’s system capabilities for reporting and tracking drive and measure results, including compensation and associated taxes.
- **Generates results that show up on the bottom line** — with clients realizing a Return on Investment from 200 percent to 600 percent.

It adds up to a basic four-point program whereby APIC is committed to:

1. Providing clients with a keen competitive edge;
2. Implementing effective strategies for managing behavior change;
3. Providing timely, accurate, and visible real-time reporting; and
4. Exceeding client expectations.

In short, APIC provides the programs and management that produce results that are on target, on time, and on budget.

How They Are Different

It is not only high-powered technology that sets APIC apart. The company also is unique within the industry because of its philosophy and approach to performance improvement.

Getting accelerated results NOW is APIC's mantra. APIC's people, process, and technology will get you the results. APIC creates awareness, changes behaviors, improves knowledge, and increases motivation with clients and uses clients' Best Practices to accelerate their results.

What are the differentiators between APIC and its competitors?

- **APIC is a performance improvement company** that can provide much more than full-service incentive or incentive fulfillment. APIC offers strategic resources (consulting), execution tactics (implementation), and logistical assistance (fulfillment).
- **APIC's powerful, flexible, and state-of-the-art AEIS® platform** can accommodate multiple business units to leverage the same platform, and allows our clients to:
 - Easily track utilization
 - Assign rewards to cost centers
 - View timely, data-rich reports
 - Immediately reward performance
 - Quickly respond to the marketplace
- **APIC is an expert at designing behavior-based reward and recognition programs.** Behavior-based reward and recognition programs stimulate individuals to learn more—faster, and achieve greater results; and these behavior-based programs stimulate managers to accelerate the development and growth of their employees in Sales, Services, Operations, and more.
- **APIC is one of a select number of companies** that has qualified for membership in the Performance Improvement Council, a strategic industry group within the Incentive Marketing Association (IMA) and a leading voice of suppliers in the incentive marketplace.
- **Woman-owned business:** APIC is a certified member of the Women's Business Enterprise National Council (WBENC). We are strongly committed to diversity and to promoting equal opportunities for women and minorities. We make a conscious effort to work only with suppliers who uphold this same principle and provide equal employment opportunities.



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- **Customers come first:** APIC's staff is dedicated to understanding customer goals, customer tactics, and customer company culture. Creating programs with maximum positive impact is our focus, and embracing the customer's vision is the first step toward mutual success!
- **Focus is on measurable ROI:** APIC programs are built around clearly defined expectations. Specific results are measured to help the customer assess the effectiveness of each campaign and *to act on* the reports APIC produces. APIC's goal is to cultivate behaviors that directly benefit the individual and the client's bottom line.
- **APIC builds on successful behavior:** APIC is not about "product-of-the-month" incentives, which simply reward the existing behavior of top performers. Instead, APIC identifies the models of success (or "Best Practices") that *already exist* within the customer's organization and encourages those behaviors across the board – raising the overall standard of performance and creating changes that last. APIC helps its customers implement reward and recognition not only on achievements, but also for improvements/efforts that accelerate the results.
- **Leadership Development:** Building leadership characteristics and passion throughout your organization. Creating a base of individual esteem and attributes to collaborate and create change – personally and professionally.

Award Summary

- 2008 Named **fourth of the top 13 providers** of employee recognition programs in HRO Today Magazine's "The Baker's Dozen." APIC has been recognized because of their unique approach in helping motivate and engage your employees, which results in greater bottom line growth.
- 2006 & 2007 Selected as "Bakers Dozen" by HRO Today Magazine. HRO Today Magazine publishes the industry's top incentive and recognition providers titled, "The Baker's Dozen." This list consists of providers who offer the entire package – plan design, staff motivation, performance tracking, rewards distribution, and recognition goals.
- 2006 "Small Jewel" recognition by Consulting Magazine; based on client impact, firm culture, innovation within consulting, doing great things, and characterized as "on the move"
- 2006 MN Upsize Builder Award Finalist for Best Practices in Technology and Innovation
- 2005 Incentive Marketing Association (IMA) Circle of Excellence Award for Leveraging Excellence Program
- 2005 Employee Involvement Association (EIA) Honorable Mention Communications Award
- 2005 Employee Involvement Association (EIA) Honorable Mention Executive Leadership Award
- 2005 MN Upsize Builder Award Finalist for Best Practice in Communications
- 2005 Stevie Award Finalist for Website of the Year

ACCELERATING RESULTS THROUGH THE SCIENCE OF PERFORMANCE

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About the Company

Founded in 1994, Anderson Performance Improvement is dedicated to changing the way companies look at employee performance (as an alternative to throwing money at ineffective merchandise-based incentive programs). In 2005, the company won the prestigious Circle of Excellence Award from the Incentive Marketing Association for its “Leveraging Excellence” Program—an incentive and recognition program for APIC’s own employees.

It has developed a stand-alone performance improvement process that helps companies analyze their current situation, determine attainable goals, and change the behaviors that will lead to lasting performance improvement. APIC then develops a program that communicates, reinforces, measures, and rewards key behaviors. *Case in point:* The key to increased revenue may not be focusing on more sales, a common incentive program goal. Instead, it may be **focusing on increasing sales in the most profitable product lines and driving speed to market.**

Recognizing that the most effective reward programs are those that offer a wide variety of options, APIC has created a virtually endless array of possibilities, including:

Online Catalog: Using earned points that can be accumulated and redeemed for a wide range of select products.

Print Catalog: Same concept as the online catalog.

Gift Certificates and Debit Cards.

Travel Packages and Vouchers: For a group or for individuals.

Logo Merchandise.

Leadership

Louise Anderson, President

Louise, an industry expert, is much in demand as a speaker on such topics as performance improvement, managing change, accelerating results, creating a dynamic corporate culture, and methods in which companies can reinvent themselves. She also is a frequent facilitator at Fortune 500 executive team planning sessions, where she helps them identify and implement people strategies with the potential to achieve optimum results. In 2005, Louise received Honorable Mention from the Employee Involvement Association for her outstanding executive leadership.

Additional detail on Louise’s experience includes:

- Industry Speaker, TV Guest
 - International Society of Performance Improvement (ISPI)
 - Women’s Expo
 - Employee Involvement Association (EIA) – Past regional president
 - Incentive Marketing Association (IMA)
 - College of St. Catherine’s Center for Sales Innovation
 - ABC’s Money Matters, Bloomberg Television, and national radio programs
 - American Bankers’ Association
 - Professional Insurance Marketing Association (PIMA)

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- Sales & Marketing Executives International (SMEI)
- College Curriculum Mentor and panel member for the continuing education program, *Leadership for Women in Sales*, at the College of St. Catherine, St. Paul, MN.
- Board Member – University of Wisconsin River Falls
- IMA's Performance Improvement Council Member and Officer
- Women's Fashion Fabrics Association – Former president

Work History:

- Milliken & Company, Marketing, Sales, and Sales Management with extensive training in Continuous Improvement, Statistical Process Control, 360 Degree Feedback.
- Motivation/Performance Improvement with several national organizations including sales leadership with major clients in merger, acquisition, and restructuring with a desire to increase financial performance and customer service during major change.

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