GP STRATEGIES®

Your Workforce Transformation Partner™

OUR PURPOSE:

To enable people and businesses to perform at their highest potential.

Automotive Performance Solutions

OCTOBER 2020

Sales & Product

Future & Digital Retailing

Live & Virtual Product Launches

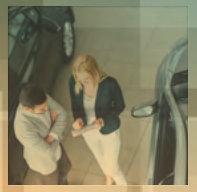
Customer Experience

Experiential Events

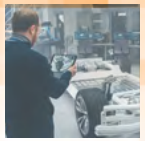
Service – Technical

Service – Non-Technical

Parts & Accessories



Business Management



GP Strategies is a leading workforce transformation partner with over 50 years of broad and deep experience in the automotive industry.

Our people are educators, communications experts and operational leaders; they have served the automotive industry in manufacturing, distribution, marketing, dealer relations, dealership operations, and every facet of the customer experience, from the showroom to the service drive. Simply put, we know the car business…and what it takes to make it run effectively.

Our transformation focus, combined with deep listening and industry innovation, helps automotive clients achieve superior business and operational results. We're at our best when driving innovation — integrating leading technologies, developing new learning paradigms, instituting fresh business processes and realizing tangible business results.

Increase sales.
Optimize service levels.
Improve your bottom line.
Contact us today to see how we do it.

GP STRATEGIES®

Your Workforce Transformation Partner™

We are experts in automotive across the enterprise, from strategy to retail execution.

About GP Strategies

CORPORATE FUNCTIONS

ENGINEERING & MANUFACTURING

NATIONAL SALES COMPANIES

RETAILERS

CLICK on a section to learn more

CORPORATE FUNCTIONS

GP Strategies functions across multiple disciplines to drive strategy and achieve your organizational objectives. We partner with your teams in a variety of ways, including:

PEOPLE STRATEGIES

Optimizing your workforce through solutions for transformation, from organization and role design to leadership development to rewards and recognition systems

OPERATIONAL EXCELLENCE

Helping teams foster innovation, create efficiencies and implement solutions to create new competitive advantages.

BUSINESS PERFORMANCE CONSULTING

Driving your strategy and achieving your organizational objectives

ENTERPRISE TECHNOLOGY ADOPTION

Enabling your teams to connect with customers, streamline processes, gather crucial analytics, and make full use of platforms to drive business initiatives

MANAGED LEARNING SERVICES

Structuring and augmenting your learning and development efforts, and providing global resources to scale learning

KEY CLIENTS:

General Motors

•

MetLife

•

Boeing

ENGINEERING & MANUFACTURING

We understand the distinct realities of automotive manufacturing, and are equipped to support your efforts through services including:

PRODUCT AND PLANT LAUNCH SERVICES

Reducing time and cost to meeting quality standards and productivity objectives, including facilities engineering, workforce preparedness and performance support

LEAN PROCESS ANALYSIS AND PLANNING

Streamlining processes and optimizing assets to reduce waste and manufacturing cost

MATERIALS AND LOGISTICS ENGINEERING

Planning and management of warehousing, materials, and supplier relationships to eliminate downtime

QUALITY ENGINEERING

Driving quality and continuous improvement through advanced product quality planning (APQP), inspection, and containment

ASSET PERFORMANCE MANAGEMENT (APM)

Planning service and maintenance to ensure longevity and reduce downtime

STAFF AUGMENTATION

Fulfilling your variable hiring needs to reduce time-to-fill and staffing costs, while delivering high-caliber personnel

KEY CLIENTS:

Ford
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FCA
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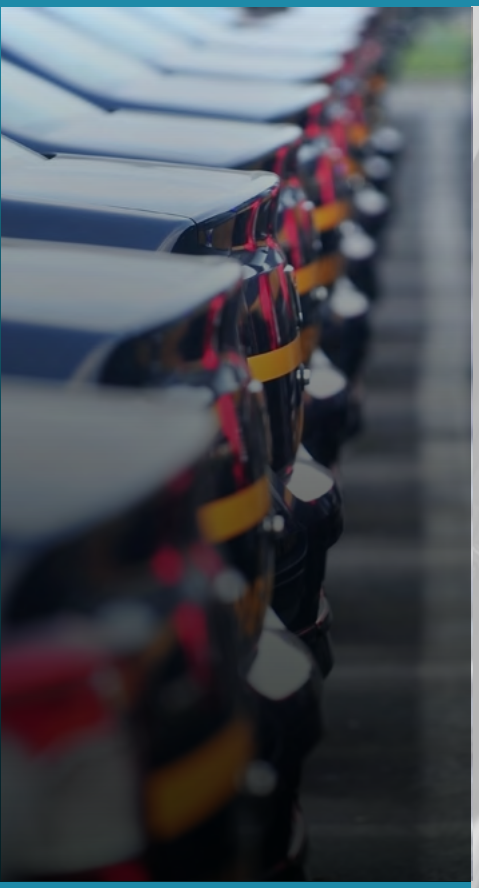
VW

NATIONAL SALES COMPANIES



The ever-changing business environment calls for ongoing development of your wholesale organization from event design to field operations. Call on GP Strategies for:

DELIVER BRAND STRATEGY

Enabling dealers to embody your brand and translate value to their customers

CUSTOMER EXPERIENCE (CX) DESIGN

Designing experiences that create emotional connections, drive advocacy, and elevate retention

PRODUCT LAUNCH

Facilitating cross-functional planning and design solutions that maximize speed to proficiency and adoption

FIELD FORCE OPERATIONS DEVELOPMENT

Elevating business acumen, operational knowledge, and consultative skills to support dealer performance

MEASUREMENT

Directing the strategy, and proving and improving the efficacy and business value of your initiatives

OWNER LOYALTY

Staying top of mind throughout the purchase journey with customer-centric content development and custom publishing

KEY CLIENTS:

Hyundai (US)

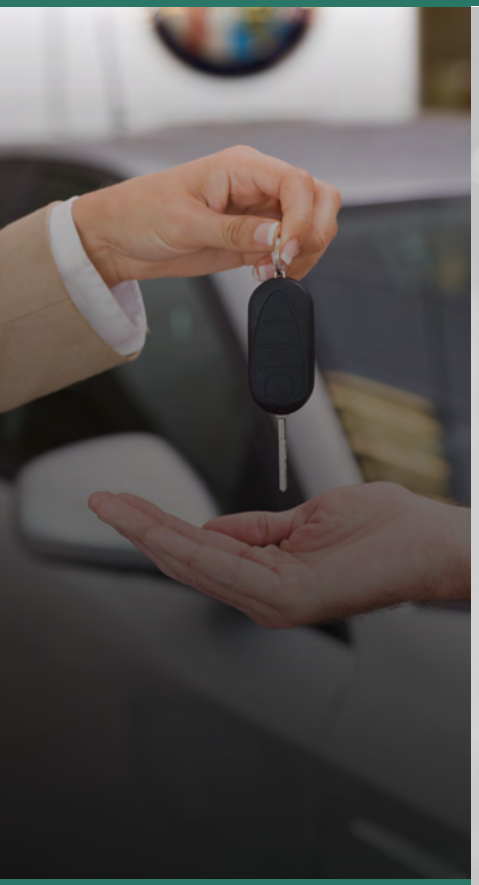
•

Toyota (US)

•

Porsche (China)

RETAILERS



All the organizational development from headquarters to wholesale truly pays off when your retail organization is firing on all cylinders. Turn to us for:

FUTURE RETAILING

Challenging mindsets and implementing new business models to remain relevant in the automotive retail landscape

CX/EX/DX DESIGN

Integrating customer, employee, and dealer priorities to elevate organizational performance and bolster the health of your dealer network

KNOWLEDGE AND SKILLS

Developing the expertise your teams need to exceed customer expectations online or in the store

DIGITAL RETAILING

Adopting the tools and processes for virtual selling to thrive in a disrupted marketplace

AGILE LEADERSHIP

Cultivating highly skilled managers of people and resources to strengthen your retail organization

OPERATIONAL EXCELLENCE

Executing effective business strategy to enhance processes, performance, and results

KEY CLIENTS:

Hyundai
•
Nissan
•
BMW

Making a meaningful **IMPACT** for our customers and their employees.

1966
Business Founded

148
of Fortune 500 Companies

Headquarters
Columbia, MD USA

Publicly Traded
NYSE (GPX)

Global Presence
Offices throughout Americas, EMEA, and APAC

Steadfast Client Loyalty
An extension of their team

$583.3M
2019 Revenue

4,200+
Employees

We invite you to review a selection of our thought leadership works:

Leadership

RESEARCH REPORT:
Business as Unusual: Rewriting the Rules of Leadership

RESEARCH REPORT:
Leadership Mindsets: The Thoughts and Actions of Successful Leaders

Change & Transformation

PODCAST:
Executing Strategy Through Your People

PODCAST:
Change Management Needs to Change: Challenging the Model of Plan-Manage-Sustain

BLOG:
Organizational Change Management (OCM): Top 10 Aims for Success

BLOG:
Leading Future of Work Transformations: The Five Key Strategy Elements

Learning & Development

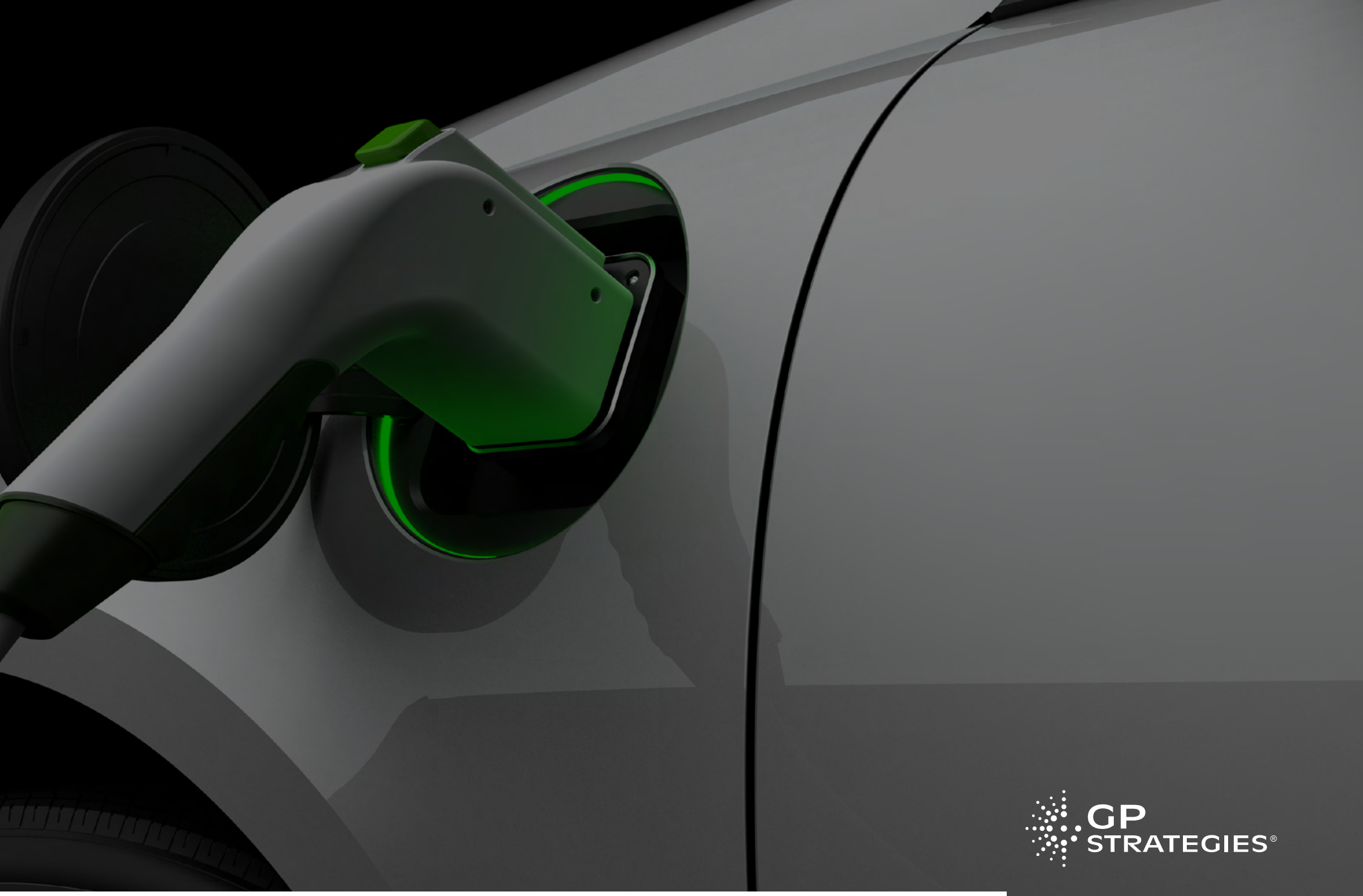
GP STRATEGIES WEBINAR:
The CLO Guide to a Modern Learning Technology Ecosystem

RESEARCH REPORT:
Voice of the Learner Report

EBOOK:
Gamification from a Global Perspective

PODCAST:
Digitizing the Automotive Dealership

GP STRATEGIES WEBINAR:
Virtual Realities: The Facts and Fantasy of AR and VR in the Learning Landscape



GP STRATEGIES®

Increase sales. Optimize service levels. Improve your bottom line.
Contact us today to see how we do it.

gpstrategies.com
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info@gpstrategies.com

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