



Business Performance

Learning creates knowledge.
Application creates performance.

Learning • Leadership • Performance

Gerasimos Vasileiou

Business Performance Partner

35+

years in business

Performance improves when strategy, people and execution connect

I help organizations translate business priorities into the leadership behaviors, capabilities and operating disciplines required to deliver results.

Business performance is not a training event. It is a managed system.

THE OUTCOME

**Stronger
leadership**

**Clearer
priorities**

**Measurable
performance**

The gap is rarely knowledge — it is consistent application

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|----|------------------------------------|---|
| 01 | Learning fades | New knowledge is not consistently transferred into daily work. |
| 02 | Managers are under-equipped | Leaders lack the coaching rhythm to reinforce new behaviors. |
| 03 | Targets lack discipline | KPIs exist, but review, feedback and accountability are inconsistent. |
| 04 | Evaluation stops too early | Assessment identifies gaps without creating sustained development. |

Solutions translated into tangible Capabilities

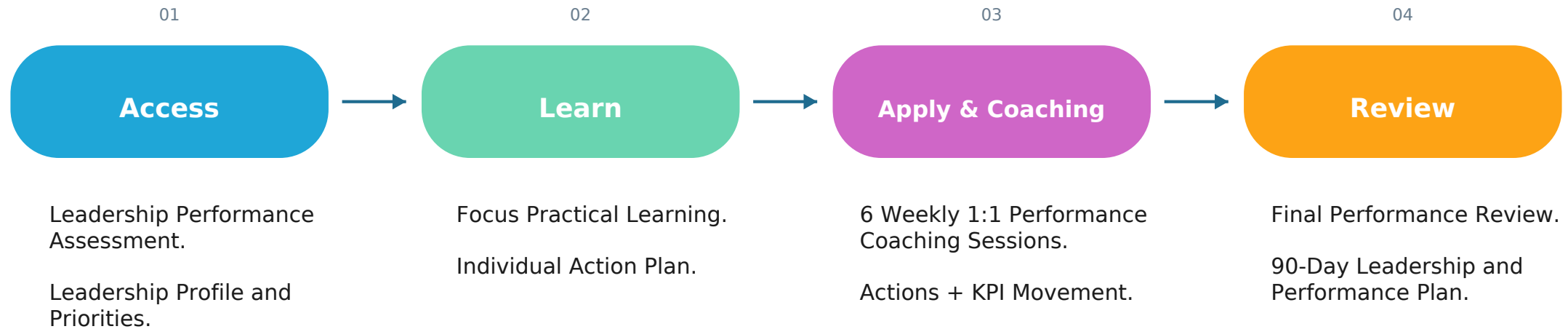
Focused solutions built around the client's performance priorities. Each capability is delivered through practical interventions and concrete client outputs.

SOLUTIONS	CAPABILITIES	TANGIBLE CLIENT OUTPUT
01 Business Performance	Performance assessment • Strategy-to-execution roadmap Organization & role redesign • KPI dashboard	Priorities, clear roles and an executable action plan
02 Performance Management	Goal & KPI alignment • Review process design Evaluation forms • Manager feedback toolkit	A complete performance management system
03 Leadership Performance	Leadership assessment • Development program Performance Coaching 1:1 • 30-day action plans	Stronger leadership habits and accountable execution
04 Sales Performance	Sales assessment • B2B/B2C training Field coaching • Sales playbook & KPIs	Consistent sales execution and measurable improvement

Consulting identifies the priorities. Training builds capability. Coaching turns it into daily performance.

A practical route from diagnosis to measurable performance

Learning to Performance Framework™



Development does not end in the training room.
It continues until learning is applied and its impact on business performance can be measured.

Senior business perspective with hands-on delivery experience

35+

years in business

25+

years in HR & Learning

15

years in Sales &
Commercial Leadership

2200+

trainees

SELECTED EXPERIENCE

- C-suite and HR Director leadership experience
- Built HR systems linking talent, competencies and business strategy
- Designed and delivered large-scale retail learning academies
- Worked across large organizations, retail networks and SMEs

Business insight. People expertise. Practical implementation.

LET'S START WITH THE BUSINESS PRIORITY

Where could stronger leadership and sharper execution make the biggest difference?

Let's explore how your people, leaders and learning initiatives can deliver stronger business performance.



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