



2024

impact

REPORT

TiER1IMPACT

BETTER WORK · BETTER WORLD

HERE WE GROW AGAIN



CHANGE GUIDES

TiER1 Impact has acquired Change Guides, a change management firm that creates practical, hands-on strategies that empower change managers to implement people-centered transformation within organizations. While Change Guides' products and courses will continue to be marketed globally, their consulting services will be fully integrated into TiER1 Performance.

"TiER1 Performance and Change Guides have long shared the mission of helping clients drive successful change," shares Kate Nelson, Change Guides' Co-founder and Partner. "When we considered the next chapter for our tools and methodologies, TiER1 stood out because of the value they place on their clients' success, as well as the extremely high quality of their work. TiER1 Performance has a reputation in the market that we have long admired."

"Great organizations recognize the power of purposeful transformation," says Katie Frey, President of TiER1 Performance. "Change Guides has developed a robust suite of tools designed to enhance the success and longevity of change initiatives. Their dedication to client relationships and outcomes aligns perfectly with TiER1's vision, making this partnership a natural fit for delivering even greater value to our clients."



LDP PROGRAM

Our Leadership Development Program (LDP) is a year-long program for six selected TiER1ers to further develop their personal and collective leadership skills. It is aimed at individuals who are viewed as current leaders or have been recognized as a person within the organization with greater company leadership potential. This program is designed for TiER1ers in the Consultant through Senior Solution Consultant career levels.

Dustin Shell: "Leading anywhere is hard. Leading at TiER1 is harder. With dynamic structures and a dependence on trust and relationships, it can be difficult for the most seasoned consultant to be successful here. That's why we created our Leadership Development Program (LDP). It's designed to accelerate and amplify leaders that are nominated by their peers because they've already proven they can lead at TiER1. It's a powerful experience that helps TiER1ers appreciate our mission and organizational design in a way that boosts their confidence in shaping its future."

Denianne Gardner: "The LDP experience was a game changer. It paired understanding yourself with understanding the business in a way that gave me a solid sense of where my specific brand of leadership is needed in the organization. Not only is my sense of ownership in T1 clearer than ever, but I also now have a strong network of peers to lean on as we continue to navigate leading at TiER1. "



TRANSFORMATIONAL LEADERSHIP PARTNERS STUDIO

At TiER1, we have 13 studios. A studio is how we structure service delivery teams (aka client project teams), organized markets (industry or geography), clients, or capabilities. Studios allow us to deepen our expertise and build stronger relationships with the clients we serve as we efficiently staff and flow projects and people to the right teams.

The Transformational Leadership Partners (TLP) studio was created in 2024. They take a systems thinking, organization-wide approach to the problems they are asked to solve, leveraging their expertise in design/visual thinking, strategy, data, and culture. The TLP partners with senior leaders to align, catalyze, and elevate their organizations. They co-create new approaches, tools, and frameworks, which can be leveraged to help many other clients via marketing and client development too.



GENERATIVE AI

Synthoni is a GAI fueled company that acts as a partner and design studio that teaches clients what's possible, showing them what's doable, and building what's scalable. This TiER1 company harmonizes business needs, technical possibilities, and investment appetite through clearly articulated services that meet the client where they are, and takes them where they want to go, with elegant and right-sized AI solutions...quickly.

Synthoni has also implemented Generative AI work within TiER1. TiER1's expertise in transformation is what led to the development of Adoptify: a customizable micro-experience platform specifically designed to engage people in initiatives using social.

Synthoni used Adoptify to create a GenAI Journey for TiER1 employees to make the process of learning and embracing GenAI fun, engaging, and trackable. By breaking down the barriers of fear and uncertainty, it helped team members—from beginners to experts—feel comfortable experimenting with GenAI.



CLICK OR SCAN THE QR CODE TO LEARN MORE ABOUT ADOPTIFY.

A SPOTLIGHT ON CLIENTS

WE  OUR CLIENTS.

Our top clients of 2024:



OUR CLIENTS TIER 1

“The sessions were informative and engaging, and our team greatly appreciated the expertise you brought to each module. We appreciate your team’s effort and truly value the partnership we had during the process of developing the material.”

– Director of Training

“Big thanks to the TiER1 team! This was a fast-paced and rewarding engagement. Looking forward to working together again soon.”

– Director, Customer Transformation & Revenue Operations

“I’m glad we finally had the opportunity to collaborate on an event like this, and I appreciate your flexibility with the tight timeline.”

– Director, Commercial & Sales Education

“They took time to understand the requirements, navigated through our complexities, and delivered a product that will optimize project management in our learning organization for years to come. Their dedication and commitment to excellence reflects great credit upon the TiER1 organization and we hope to engage on future projects or enhancements to the current solution.”

– Manager, Learning Development

OUR CLIENTS TIER 1

"I just want to say thank you to the entire TiER1 team for all the work and collaboration. This course is fantastic, and I appreciate the flexibility your team had in working with us to get this done on time!"

- VP, Chief Quality and Patient Safety Officer

"The team did a great job advancing the conversation and keeping us moving, while pivoting on the spot to meet the conversation, so please pass along my kudos to the team!"

- Director of Enterprise Marketing

"We so appreciate you and the Tier1 team's support over the past year. You have been such an amazing leader and support team for our merger planning."

- Chief Transformation Officer

"All these different seeds that you planted are sparking all these different ideas for thousands of people. So, I just want to say, unbelievable, wow, incredible. You all are the engine, the secret sauce behind all of this."

- Chief Learning Officer

2024 AWARDS



BRANDON HALL AWARDS

- Gold in Best Leadership Development Program with Google
- Gold in Best Learning Measurement with Google
- Gold in Best Use of Blended Learning with Roche Diagnostics
- Silver in Best Results of a Learning Program with Roche Diagnostics
- Silver in Best Corporate Outreach to Promote Diversity, Equity, Inclusion and Belonging in Communities with Roche Diagnostics
- Bronze in Best Competencies and Skill Development with Takeda Pharmaceuticals
- Bronze in Best Unique or Innovative Learning and Development Program with Takeda Pharmaceuticals

OTHER AWARDS



2024 Platinum Bell Seal for Workplace Mental Health by Mental Health America (MHA)

The Bell Seal for Workplace Mental Health is the nation's leading certification recognizing employers committed to creating mentally healthy workplaces. Awarded by Mental Health America, the Bell Seal evaluates organizations across culture, benefits, compliance, and wellness. Only two in five employers meet the certification standards, and even fewer achieve Platinum status.

EXTERNAL VISIBILITY

AFLAC INNOVATION SPOTLIGHT

TiER1 has served as the systems implementation partner for Aflac's Cornerstone Galaxy products to ensure ongoing support. Aflac invested in a holistic suite of platforms to provide licensed agents access to Aflac's learning environment. More importantly, there was no ducking out after each platform launched. The team prioritized the ongoing maintenance, integration, and evolution of their learning environment to ensure a user-friendly, seamless experience for meeting compliance training requirements, accessing in-app "just-in-time" support, and accessing learning to develop professional skills as sales agents.



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XPLANE PRODUCTS

XPLANE at TiER1 offers resources to support your vision and strategy, strategy activation, people, and tools for change. Our card decks, books, kits, and courses help changemakers make meaningful impact and accelerate change transformation in your organization.



CLICK OR SCAN THE QR CODE TO VIEW AND PURCHASE OUR PRODUCTS.

THREE CRITICAL CONSIDERATIONS FOR CLINICAL TRIAL TRAINING EXCELLENCE

Conducting clinical trials in a safe, replicable, and scalable way requires educating site staff on the critical components of the medicine and equipping them with the right tools to conduct trials, as well as teaching patients what data to upload, and when and how to do so. This article shares three key training-related considerations to ensure your next clinical trial is a success. These considerations include treating training as an ongoing opportunity to support learners, basing training content on individual learners' unique learning objectives, and establishing a core team or department that's aligned on best practices for the creation and delivery of training materials.



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GENENTECH'S AWARD-WINNING ONLINE LEARNING PROGRAM

Genentech strategically shifted from an hours-based training program to a competency-based training approach designed to help employees build a strong baseline of policy knowledge, increase familiarity with key compliance resources, use good judgment when making compliance decisions, and discern when complex circumstances require further guidance or advice. Genentech's Healthcare Compliance Office partnered with TIER1 Performance on the design and development of the Compliance Fitness Training program, which initially featured 24 e-learning courses tailored for three unique employee groups comprised of more than 8,000 employees. The key components that fueled the training program's continued success and sustained impact include being tailored to specific persona learner types within each audience, it's accessible, it's continuously evolving, and more.

This work has led to client conversations, another project in the works, and connections with new contacts.

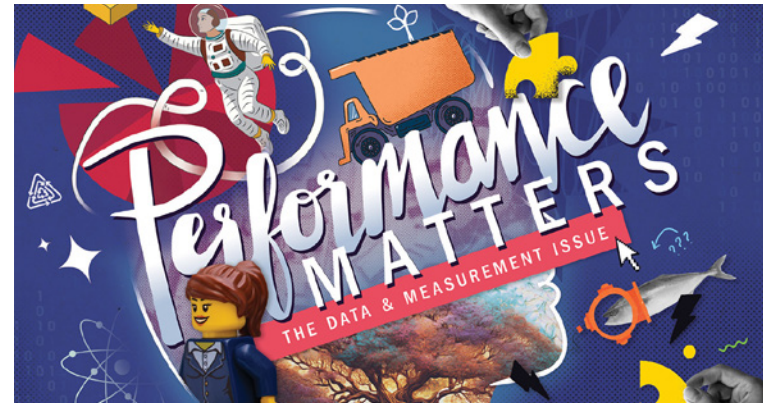


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DATA AND MEASUREMENT PERFORMANCE MATTERS MAGAZINE PRODUCTS

Leaders utilize data to help them determine the return on investment or impact of a specific program, practice, or initiative on key behaviors and metrics. Ethical data measurement involves a series of conversations with different stakeholders to determine what we are measuring (and why); how we will conduct the measurement; how we will present and interpret the results; and what we will do once we see the results. However, we must intentionally design the process that underpins a measure with care for how that process impacts the people at the center of it.

In this year's Performance Matter edition, we gathered insights and stories that will help leaders understand the human dimensions of measurement and evaluation. Healthy, high-performing organizations need leaders with access to the best data they can get; they also need to ensure that good data doesn't come at the expense of employee well-being.



**CLICK OR SCAN THE QR
CODE TO ACCESS THE
DIGITAL MAGAZINE.**

EXLEARN

The seventh annual conference for L&D, talent, and change professionals was an unforgettable experience with both in-person and virtual offerings. The in-person conference consisted of keynote sessions, workshops, hands-on activities, and opportunities to connect with peers. The virtual event was a half-day experience full of energy, interaction, and valuable takeaways. Together, we played games, shared stories, made new friends, and—most importantly—learned how to create meaningful change in our organizations by lifting others up.

Here's what some of our in-person attendees had to say:

- *"The content was rich and diverse."*
- *"The keynotes were excellent."*
- *"Best conference I've ever attended."*
- *"I was blown away by the energy of this conference."*
- *"Great speakers! Perfect location."*
- *"Incredible experience!"*

EXLEARN 24

TIER1 PERFORMANCE INSTITUTE

STRATEGY ACTIVATION FOR THE WHOLE HUMAN



EXCELLENCE IN LEARNING & PERFORMANCE AWARDS

At our annual EXLEARN conference, we celebrated two Learning and Performance Award recipients who are leaders and innovators that have built momentum, and/or overcome barriers resulting in healthier, higher performing organizations.

The 2024 Excellence in Learning & Performance Award recipients were:



MICHELLE ORRO

Manager,
Diversity, Equity, and Inclusion,
HelloFresh



SETH YELORDA

Founder and CEO,
Vision Clarity



CLICK OR SCAN THE QR CODE TO LEARN ABOUT
THE GREAT WORK THESE LEADERS DO.

RESPONSIBILITY TO OUR COMMUNITIES

START THE CONVERSATION AND MENTAL HEALTH AWARENESS

TiER1 is committed to improving and supporting employee mental health and well-being. Start the Conversation is our four-week program providing tools and conversation starters that aim to break the silence surrounding mental health challenges in the workplace. The program has a different phase for each week, including starting the conversation, mental wellness, mental health conditions, and support. It provides guidance and guidelines, challenges and evaluations, inspiration and information, and conversation and reflection.

Mental Health America, in 2024, awarded TiER1 with the Platinum Bell Seal for Workplace Mental Health. The Bell Seal is a first-of-its-kind workplace mental health certification recognizing employers striving to create mentally healthy workplaces for their employees. Gaining status as a Bell Seal-certified organization demonstrates our ongoing commitment to improving employee mental health and well-being, not only for its own employees but also for other organizations.



CLICK OR SCAN THE QR CODE TO ACCESS OUR FREE TOOLKIT AND LEARN MORE.

SCURRY

Our annual Scurry for Mental Health raised a total of \$73,774 in 2025. The Scurry is an *Amazing Race* style scavenger hunt where teams solve puzzles, answer local trivia, and complete challenges for bragging rights. The day ends with a family friendly after-party that's open to the community and celebrates the event's beneficiaries. The event beneficiaries are three Greater Cincinnati organizations: Lindner Center of HOPE Children's Home of Northern Kentucky, and the ADAPT for Life program at Cincinnati Children's Hospital Medical Center.



SERVICE TIME OFF

TiER1's Service Board, known as GiVE, supports both group and individual community service through ongoing outreach and employee service opportunities. GiVE activities range from volunteering time to support causes close to our hearts to spearheading and sponsoring events aimed at amplifying awareness and generating funds for important initiatives.

Each TiER1 full-time employee is eligible for up to 16 hours of Service Time Off (STO). STO allows employees to take paid time off to participate in service efforts around the world.

A few highlights include:

- The Pittsburgh region volunteered at the Northside Food Pantry where they unloaded trucks, retrieved carts, helped clients shop, or transferred food into their vehicles.
- The Pittsburgh region also volunteered at Cancer Bridges for its annual Boo Bash event. TiER1ers decorated the rooms, passed out candy and toys, and made enough pumpkins that it caused the great pumpkin to appear.
- The Cincinnati region volunteered at Queen City Book Bank where they stickered, counted, and shelved books that teachers can give their students to take home.
- Two TiER1ers volunteered at Habitat for Humanity's Rock the Block event in Covington where they built a fence, put in mulch, repainted around a window and door, demolished a rotting deck and cleaned up the space, cleared out old broken glass, and painted the picnic table.
- The Indianapolis region partnered with Bring Smiles to Seniors to create Valentine's Day cards for a retirement community in New Jersey.
- The Chicago region packed groceries for Nourishing Hope's online food pantry orders.

...and more!



INDY EQUITY PLEDGE

Led by our Indianapolis team, we've pledged to address racial inequity through the Indy Racial Equity Pledge. We vow to challenge behaviors and mindsets through a long-term commitment to learning. Through the Indy Racial Equity Pledge, started in October 2020, we commit to supporting Black and African American-led community organizations and initiatives that focus on mental health and wellness; invest focused, priority spending with Black-owned businesses; and launch of college internship and scholarship programming to increase racial diversity.

CAREER QUEST

TiER1 Indy partnered with Roche Diagnostics for our 2nd annual Career Quest event, empowering 60 freshmen from Lawrence Central and North High Schools to explore careers in STEAM (Science, Tech, Engineering, Art, Math). Through hands-on activities like coding and science experiments, the goal was to inspire the next generation of diverse STEAM leaders.

This initiative supported our Indy Racial Equity Pledge and earned a Silver Award from Brandon Hall for promoting Diversity, Equity, and Inclusion in communities. We're proud of the impact and excited to continue driving meaningful change!



CLICK OR SCAN THE QR CODE TO CHECK OUT OUR COVERAGE ON WISH-TV!

INTERNATIONAL WOMEN'S DAY

International Women's Day (IWD) celebrates the ongoing journey towards gender equality and inclusion and serves as a beacon of collective global activism, advocating for the empowerment and advancement of women across diverse spheres of society.

In this webinar, we explored firsthand experiences, insights, and strategies aimed at fostering a more inclusive and equitable world. The webinar featured panelists Theresa Rollins from Delta Air Lines, Tianya Amat from Cincinnati Works, and Yvonne Huth from Citi.

The discussion was broken into three main parts: personal experiences of inclusion, empowering others, and advice for personal growth. The panelists provided personal stories about times they were included and how it impacted their careers, as well as how they have advocated for themselves.

They discussed the importance of intentionally including and empowering women in leadership roles to promote diversity and harness different perspectives as well as practices for inspiring others through authentic leadership. The panelists provided advice for those on their leadership journey to understand their "why," develop impactful relationships, get involved through volunteering or mentoring, and continuously work on leadership skills.



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TO VIEW THE RECORDING.**

PUBLIC BENEFIT CORPORATION

TiER1 Performance is a public benefit corporation (PBC). A PBC is a for-profit company that aims to create public benefits while operating responsibly and sustainably. PBCs are required to follow certain regulations to uphold their status as a PBC. These regulations include: the corporation's articles of incorporation must state that it is a PBC, the articles of incorporation must identify one or more specific public benefits, and the corporation must measure its social and environmental performance and share the results in an annual benefit report.

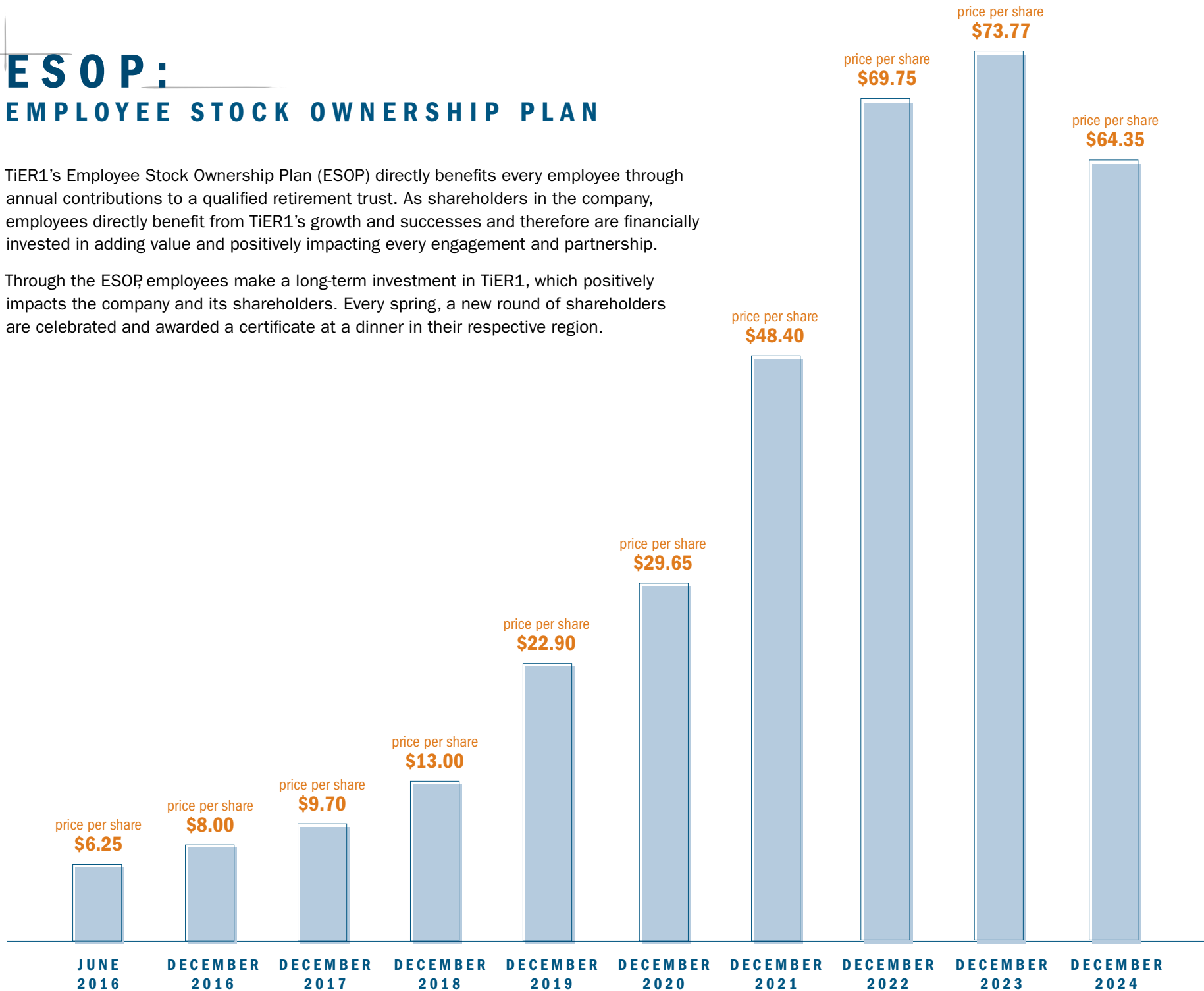
Examples of PBCs: Patagonia, Warby Parker, and King Arthur Flour.



ESOP: EMPLOYEE STOCK OWNERSHIP PLAN

TIER1's Employee Stock Ownership Plan (ESOP) directly benefits every employee through annual contributions to a qualified retirement trust. As shareholders in the company, employees directly benefit from TIER1's growth and successes and therefore are financially invested in adding value and positively impacting every engagement and partnership.

Through the ESOP, employees make a long-term investment in TIER1, which positively impacts the company and its shareholders. Every spring, a new round of shareholders are celebrated and awarded a certificate at a dinner in their respective region.



**ENABLING HEALTHY,
HIGH-PERFORMING BUSINESS
THROUGH PURPOSE-DRIVEN,
PEOPLE-CENTRIC PROFESSIONAL
SERVICES FIRMS**

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