

## **Unlocked Potential Joins Other Influential Businesses On Board of Wake Area Business Advisory Council**

**Unlocked Potential Training and Development** has joined **Waste Industries, Adecco, and McLaurin Parking** on the board of the **Wake Area Business Advisory Council**.

The Wake Area Business Advisory Council (BAC) was formed in 1997, the BAC's mission is to develop and promote employment opportunities and resources for participants of Wake County employment and training programs through partnering with area businesses. For more information, contact Janny Flynt, Workforce Development Coordinator, [Janny.flynt@co.wake.nc.us](mailto:Janny.flynt@co.wake.nc.us) or 919-212-7594

Founded by Mark Parbus, a former senior-level sales manager and training development specialist with GlaxoSmithkline (GSK), Unlocked Potential is a performance training company with one objective: To help companies maximize their employees' productivity and increase their bottom line.

After spending over twenty years in the Pharmaceutical industry and attending numerous training programs, Mark determined there had to be a better way to address an organization's performance requirements. Directed from a "one size fits all" approach, most of the programs didn't address metrics unique to each company, often missing the core issues.

Using a custom-designed process for situational analysis and job performance, Mark designs programs that support the individual requirements of each job within an organization. An organization's performance is only as good as the people in it, and Mark's program is based on first identifying the core issues through a straightforward question and answer process.

Once the core issues are identified, Mark develops a custom training and/or coaching program, with measurable metrics, that is unique for each situation, based on his proprietary performance analysis methodology.

Unlike generic "performance enhancing" programs that tend to be open-loop and not measurable, Mark's program is designed to help employees understand what specific actions they need to be taking on a consistent basis to optimize their performance. When an employee improves, the organization improves, and the net result is more profit generated for the company.

Mark is ready to help organizations raise their level of performance, and his vision for Unlocked Potential is to become a true partner with his clients, a trusted advisor - and not just another vendor. If you are ready to take your organization's performance to the next level, please contact Mark at (919) 622-9123 or [www.Unlocked-Potential.com](http://www.Unlocked-Potential.com).

Unlocked Potential - "Key" solutions for maximum performance.

About Unlocked Potential: Founded in January 2005 by Mark Parbus, Unlocked Potential is a training company designed to help businesses maximize the potential of their employees through organization-specific performance analysis programs.