

**HAROLD D. STOLOVITCH & ASSOCIATES**  
**LEARNING & PERFORMANCE SOLUTIONS**  
*Corporate Fact Sheet*

**WHO WE ARE**

HSA is a leader in workplace performance improvement. Our proven learning and performance solutions have helped maximize employee performance at organizations worldwide.

For over 20 years, our dedication to the improvement of human learning and performance through application of systematic, systemic and scientific means has helped maximize employee performance at organizations worldwide. With over 80 associates, HSA creates custom learning and performance solutions that achieve valued business results. HSA also offers in-house seminars in instructional design, training delivery and performance consulting.

HSA principals, Harold D. Stolovitch, PhD and Erica J. Keeps MEd, are committed to advancing the field of Human Performance Technology. Together, they offer more than 70 years of consulting experience in business, industry and government organizations. They have held key positions in professional societies and are recipients of numerous professional awards. Harold and Erica are co-editors of both editions of the *Handbook of Human Performance Technology* (Jossey-Bass/Pfeiffer) and co-authors of *Telling Ain't Training* (American Society for Training and Development and the International Society for Performance Improvement). Dr. Stolovitch is an emeritus professor of Instructional and Performance Technology, Université de Montréal and a clinical professor of Human Performance at Work, University of Southern California.

**HSA TEAM**

HSA associates possess professional qualifications and organizational experience in a wide range of fields and services related to training and performance technology. Expertise includes needs and task analysis, training materials and course development, user documentation, performance aids and multimedia systems design, instructional delivery (live or electronic), implementation, management of the training function and transformation of training departments to performance support organizations.

**HSA CLIENTS**

HSA targets its solutions at organizations where effective learning measurably improves business performance. HSA clients represent a variety of industries with emphasis in high technology, telecommunications, automotive, financial, pharmaceutical, transportation, and utilities and include market-leading companies such as Hewlett-Packard, Sun Microsystems, Cisco Systems and General Motors. HSA specializes in implementing new technology, systems and processes, providing product knowledge training and support, and building customer service skills.



## *HSA TECHNOLOGY PARTNERS*

HSA's growing list of partners includes companies that help provide client organizations with blended solutions. HSA partners are a cornerstone of its ability to provide comprehensive learning and performance solutions and include eLearnia, The Mentor Group and TechEmpower.

## *HSA SERVICES*

HSA operates worldwide offering a full range of services to improve workplace performance, which includes:

***Learning Solutions:*** HSA provides cost-effective, custom-blended learning solutions that incorporate intelligent combinations of learning interventions and delivery technologies. To ensure learning transfer, HSA partners with its clients to select, design and implement the appropriate learner-centered and performance-based solutions.

- Technology-Based Training (CD-ROM, elearning)
- Live-Instruction
- Labs, Games and Simulations
- Self-Directed Learning
- Peer Assisted Learning (PAL)
- Structured On-the-Job-Training
- Virtual Classroom
- Documentation

***Performance Solutions:*** Training is not always the appropriate solution for performance issues. Even when suitable, it rarely is sufficient to achieve and sustain desired performance improvement results. HSA designs and develops interventions to address its clients' critical, non-learning performance needs.

- Assessment/Certification
- Job Aids
- On-line Help
- Performance Support Systems (PSS)
- Incentives/Feedback Systems

***Consulting Services:*** Organizations often lack the internal expertise or objectivity to make learning and performance improvement decisions. HSA's highly qualified learning and performance professionals help clients make the right decisions with confidence.

- Front-End Analysis/Needs Assessment
- Performance Consulting
- Curriculum and Learning Environment Design
- Transition from Training to Performance Support
- Evaluation and Measurement
- Job Task Analysis (JTA)
- Benchmarking Studies



**Seminars:** HSA offers a full range of in-house professional development workshops that can be customized for specific client needs. These include:

- Instructional Design—A five-day mini-master's program on instructional design from front-end (gap) analysis to long-term monitoring and maintenance or a three-day hands-on workshop on design and development of courses and training materials.
- Front-End Analysis & Performance Consulting—A half-day, one-day, or two-day seminar on identifying performance needs, conducting worth analysis, and/or laying the foundation for a learning and performance support organization.
- Training Delivery—A one-, two-, or three-day program on developing trainer skills.

### ***HSA AWARDS***

HSA principals, Harold D. Stolovitch and Erica J. Keeps, have received numerous awards recognizing their professional contribution to the field of learning and performance. Harold is the recipient of the International Society for Performance Improvement's (ISPI) Outstanding Research, Outstanding Member, Distinguished Professional Achievement and Member-For-Life awards. Erica is the recipient of ISPI's Distinguished Service award and Member-For-Life awards from both the Michigan and Montreal ISPI chapters. HSA is a 2002 recipient of ISPI's Outstanding Performance Aid Award for their work with Imperial Oil.

### ***HSA COMPANY INFORMATION***

HSA is a privately held company founded in 1981 with representation in both the US and Canada.

#### ***HSA WORLD HEADQUARTERS***

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#### ***HSA MEDIA INQUIRIES***

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