



For Immediate Release

People & Performance Solutions Provides Executive Coaching to Geneva Trading

Chicago, IL – July 2010 – People & Performance Solutions was selected by Geneva Trading to help the Company Founders and CEO develop and implement strategic planning, operating model and performance evaluation processes that enables Geneva Trading to expand their business and to prepare for exponential growth.

Tim Rice, co-owner of People & Performance Solutions, was chosen to be the executive coach due to his expertise in the development of these processes and his prior experience working with Geneva.

To successfully implement the strategic planning, operating model and performance evaluation processes, Tim worked with the Company Founders and CEO to identify the desired leadership characteristics and team dynamics that would be required to enable the strategic transition to their new operating model. Helping the Company Founders and CEO recognize that it was the combination of process and behavior change that would enable their companies transformation, resulted in achieving the desired business results; results that would have been unattainable by just process change alone.

Geneva Trading is a global proprietary trading company that has pioneered and continues to improve processes and technologies to support the discovery, research, evaluation, and development of financial opportunities. Geneva Trading prides itself on being one of the best ethical organizations with a team culture that provides traders, employees and shareholders the best possible opportunities. Geneva Trading has offices in Chicago, Illinois and Dublin, Ireland.

About People & Performance Solutions

People & Performance Solutions is the partner of choice for preparing people to manage change. With years of change management expertise in complete life-cycle project management and implementation, People & Performance Solutions is enabling companies worldwide to unlock the potential of their people and expediently achieve benefits. People & Performance Solutions has offices in Chicago, Illinois and Miami, Florida.

For more information on People & Performance Solutions Change Management Program, including our Learning Services and Organization Design & Transition Services, visit www.people-performancesolutions.com.