



**For Immediate Release**

***People & Performance Solutions helped Geneva Trading Expand Business Model***

**Chicago, IL – January 3, 2006** – People & Performance Solutions, a change management consulting company facilitated a strategy meeting with Geneva Trading, a global proprietary trading company, to develop viable solutions for streamlining the way Geneva Trading works with their current business model, as well as developing solutions for expanding their current business model.

People & Performance Solutions started the session by analyzing Geneva Trading's current situation by using the Four Box Model and having Geneva's Leadership Team define feasible solutions. "It was essential that the Geneva executives were all on the same page and that they all agreed on the issues, before we could devise realistic solutions to address Geneva Trading's problems", indicated, Dennis Dawson, Partner of People & Performance Solutions.

After the group agreed upon the solutions for improving and expanding Geneva Trading's business model, teams were organized to design and develop effective solutions for four of the Geneva Trading groups.

"The outcome of the strategy meeting was very successful," stated, Mary McDonnell, CEO of Geneva Trading. "We walked away with a plan of attack for accomplishing our goals, a plan that we would not have been able to accomplish if it wasn't for People & Performance Solutions."

People & Performance Solutions will continue to work with Geneva Trading to measure and monitor the development and implementation of the solutions.

**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](http://www.people-performancesolutions.com).

**About Geneva Trading**

Geneva Trading is a global proprietary trading company that has pioneered and continues to improve processes technologies to support the discovery, research, evaluation, and development of financial opportunities. Geneva Trading prides themselves 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. For more information on Geneva Trading, visit [www.geneva-trading.com](http://www.geneva-trading.com).

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