

GLOBAL PERFORMANCE AUDIT UNIT

ADVANCING **PERFORMANCE**
EXCELLENCE WORLDWIDE

Recognition. Insight. Transformation.

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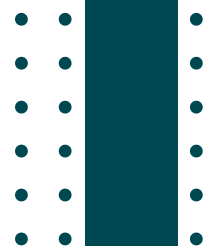


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Welcome Message



Adrian Brudan

Co-Owner & General Manager | GPA Unit

Contributing towards the achievement of national and global ambitions (Vision 2030, Vision 2040, EU's 2050 Strategy) is a top priority for many governmental, semi-governmental, and private organizations worldwide. Our commitment to this collective goal includes making our proprietary Performance Management System Maturity Assessment Frameworks available globally. We strive to empower professionals and decision-makers with the enabling tools and knowledge they need to optimize their performance management systems by creating roadmaps for continuous improvement.

Why Choose Us

GPA Unit helps organizations worldwide assess, recognize, and accelerate their performance management maturity. Through a structured framework, we transform assessment into actionable improvement, bridging strategy, measurement, culture, and human performance.



20+ years of expertise in performance management maturity



End-to-end recognition pathway



Trusted by public and private institutions across 40+ countries

The GPAU Maturity Model

Advancing Performance

The GPAU Maturity Models define **best practices in strategy and performance management** for organizations to **identify their system gaps** and engage in a **continuous improvement journey towards business excellence**.

Performance Management cuts across organizational functions and levels, and so do our maturity models. Our portfolio ensures a **holistic assessment approach** by providing **specialized frameworks**:

Organizational Level

Comprehensive frameworks for corporate-level assessment of five capabilities:

Each model follows GPAU's standardized methodology of document review, surveys, and interviews, scoring maturity from Level I (Initial) to V (Advanced). Combined assessments reveal cross-capability alignment and synergy.

Operational Level

Tailored for divisions or departments, this model evaluates five functional areas simultaneously, offering a unified view of operational performance management practices.

Individual Level

Focused on the Employee Performance Management Model, often paired with Performance Culture to link corporate and individual growth, aligning people and systems in a shared maturity journey.



A Pathway for Every Organization

Our Structured Portfolio of Assessment Models

No matter where your organization stands, there's a GPA Unit pathway for you. Each assessment builds upon the previous one — from self-awareness to international recognition.



SELF CHECK
by GPA Unit

A rapid entry point that gives leadership a reliable initial maturity score with minimal cost.



QUICK SCAN
by GPA Unit

A comprehensive self-assessment using the full framework, enabling organizations to establish a detailed internal baseline.



DIAGNOSE
by GPA Unit

An expert-led evaluation by GPA Unit specialists, validating practices through structured evidence review and providing decision-grade recommendations.



RECOGNIZED
by GPA Unit

The highest level of rigor, an assessment process combining evidence, surveys, and interviews, granting formal recognition and award eligibility.

Perforassess Self-Check



The Entry Point to Understanding Maturity

Start your organization's excellence journey with a quick, self-guided evaluation.

SelfCheck provides leadership with an initial snapshot of maturity across key capabilities — fast, simple, and insightful.

Self-Check

Purpose

To provide a rapid entry point to assess how structured and mature your organization's management practices are.

Ideal for initiating reflection and dialogue on improvement opportunities.

Who It's For

Executives, team leaders, or early-stage organizations seeking a first-level, self-paced understanding of maturity before formal assessment.

Approach

- **High-Level (15 min)** – Basic self-check using a simplified maturity survey per capability.
- **In-Depth (1 hr)** – Optional detailed version with additional statements aligned to GPAU frameworks.
- **Online, self-guided; no registration required.**
- **Covers up to six maturity frameworks:**

Strategic Planning, Performance Measurement, Performance Improvement, Employee Performance Management, Performance Culture, Operational Performance.



Deliverables

- Downloadable results summary (instant maturity score).
- Executive dashboard with indicative scoring across all domains.
- Generic interpretation of results.



Value

- Raises awareness and enables initial self-reflection.
- Highlights potential gaps early without external facilitation.
- Sets the foundation for deeper assessments.

Perforassess QuickScan

Comprehensive Internal Self-Assessment



QuickScan allows organizations to conduct an internal maturity review using GPAU's structured frameworks — **combining surveys and document-based evidence to establish a comprehensive internal baseline.**

QuickScan

Purpose

To help organizations build a reliable internal maturity profile, identify key improvement areas, and prepare for an external or Recognized-level assessment.

Who It's For

Organizations with internal strategy or PMO teams ready to evaluate maturity in a structured yet self-led format.

Approach

- **Covers all GPAU capability frameworks.**
- Conducted internally by **trained staff** using **GPAU's self-assessment toolkit.**
- Includes **documentation review** and **internal validation.**
- **Duration: 1–2 weeks per capability (remote or hybrid).**



Deliverables

- Excel-based assessment report with scoring charts.
- Internal improvement roadmap and summary of findings.
- Optional validation meeting with GPAU advisors.



Value

- Establishes a reliable baseline for maturity planning.
- Enables benchmarking between departments or subsidiaries.
- Prepares data for future third-party validation.

Perforassess Diagnose



Expert-Led Maturity Assessment with Validated Insights

Diagnose provides a an evidence-based, expert-led maturity assessment performed by GPAU Accredited Assessors.

It delivers validated insights, actionable recommendations, and a roadmap for performance improvement.

Self-Check

Purpose

To provide decision-makers with objective, empirical, insights that support strategic decision-making and continuous improvement.

Who It's For

Organizations seeking a formal, externally validated assessment — often prior to certification, reassessment, or award nomination.

Approach

- **Led by GPAU Accredited Assessors.**
- Combines documentation review to identify formal processes and tools, supported by interviews with key stakeholders.
- Covers up to **six capability frameworks.**
- **Duration:** 1 to 2 weeks per capability.
- Includes **structured feedback sessions** and **validation workshops.**



Deliverables

- Comprehensive Excel-based report with assessor comments.
- Executive dashboard showing maturity level and improvement opportunities.
- High-level roadmap with priority recommendations.
- Optional closure meeting for feedback.



Value

- Delivers decision-grade insights and benchmarks.
- Strengthens credibility with stakeholders and regulators.
- Clarifies improvement priorities aligned with best practices.

Perforassess Recognized



The Highest Standard of Formal Certification

Recognized represents the ultimate stage of the GPAU maturity pathway — **combining insights, certification, and public recognition through the Performance Excellence Awards.**

Recognized

Purpose

To confirm an organization's performance management maturity level through an in-depth, assessor-led certification process grounded in GPAU International Standards (GPAU-IS 91.000:2025).

Who It's For

Organizations with advanced maturity practices seeking formal certification, benchmarking, and eligibility for global recognition and awards.

Approach

- **Full documentation analysis audit** combining document review, interviews, and surveys.
- Conducted by **GPAU Accredited Assessors** following **ISO 19011:2018 principles**.
- **Duration: 3–4 months** for **Integrated Performance Maturity Framework**.
- Includes **maturity scoring (Levels I–V)** and **assessor-led validation workshops**.



Deliverables

- Comprehensive Assessment Report (PDF) summarizing scores, strengths, and recommendations.
- Executive dashboard with capability-level scoring.
- Integrated Maturity Certificate (including all five capabilities).
- Roadmap for Improvement (PDF).
- Eligibility for Performance Excellence Awards (Level IV/V).



Value

- Confirms international recognition and credibility.
- Enhances stakeholder confidence.
- Positions the organization for Hall of Fame eligibility and long-term excellence.

Perforassess

Operations Performance Maturity Assessment

Empowering Functional Excellence Through Structured Evaluation

Start your organization's operational excellence journey with a comprehensive, functional maturity evaluation. The Operations Performance Maturity Assessment provides leaders with a clear, data-driven view of performance management practices at the business unit, division, or departmental levels — structured, practical, and actionable.

Operations Performance Maturity Assessment

Purpose

To assess the maturity of performance management practices within operational units, identifying strengths, weaknesses, and improvement opportunities. Ideal for enhancing alignment between functional performance and corporate strategy.

Who It's For

Departments, divisions, or business units seeking to improve planning, monitoring, and execution capabilities while ensuring integration with organizational strategy.

Approach

- **Documentation Analysis** – Review of operational and corporate documentation (e.g., strategy procedures, scorecards, initiative portfolios, recognition policies).
- **Survey Data Analysis** – Online survey with approximately 40 questions.
- **Interviews** – One-on-one discussions with key stakeholders to validate findings.
- **Integrated Evaluation** – Five interconnected areas are reviewed collectively rather than in isolation.
 - Operational Planning
 - Performance Measurement
 - Performance Improvement
 - Employee Performance Management
 - Performance Culture



Deliverables

- Comprehensive Assessment Report
- Roadmap for Improvement Brief
- Maturity Level Certificate



Value

- Enables evidence-based decision-making within operational areas.
- Highlights capability gaps and improvement opportunities.
- Strengthens integration between operational and corporate performance management system.
- Establishes a structured foundation for ongoing excellence and accountability.

Recognized

Certified

Awarded

The **GPA Unit** offers **three distinct forms of institutional acknowledgment** under the **Integrated Performance Management Maturity Model** and the **GPAU International Standards**. Each represents a **different approach to validating the journey to performance excellence**.

Recognized

Independent endorsement of maturity, confirming an organization's level (I-V) within the Integrated Performance Maturity Model.

Certified

Issued by the GPAU Institute for Standards & Accreditation (GPAU-ISA), certification attests that organizations achieving Level IV or V comply with the GPAU International Standards. This distinction attests to a structured, standardized, and globally aligned performance management systems.

Awarded

The Performance Excellence Awards distinguish institutions exemplifying excellence and innovation in performance management. Organizations certified highest maturity levels, are formally honored at the Performance Excellence Forum & Awards Gala, with Level V institutions attaining eligibility for the Performance Excellence Hall of Fame.

Recognized

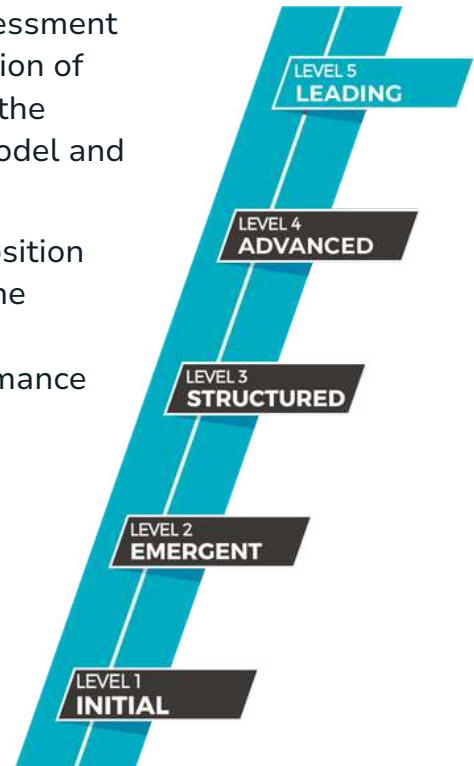
Recognized *Independent maturity evaluation*

Organizations that complete the Recognized Assessment undergo an independent, evidence-based evaluation of their performance management maturity against the Integrated Performance Management Maturity Model and GPAU International Standards.

The assessment determines the organization's position on a **five-level maturity scale (I–V)** and verifies the maturity of their strategic planning, performance measurement, performance improvement, performance culture and employee performance management capabilities.

What this means:

- Objective assessment performed by certified GPAU assessors
- Standardized criteria and scoring
- Recognition issued for the overall system or individual capability areas



Recognition provides verified insight into current maturity and establishes eligibility for certification and awards.



Certified

Certified Standards compliance & institutional rigor

Certification is granted by the **GPAU Institute for Standards & Accreditation**, the authority responsible for developing and maintaining the GPAU International Standards.

Organizations become certified after:

- Completing the Recognized Assessment
- Achieving **Maturity Level IV or V** in one or more assessed capabilities
- Demonstrating compliance with GPAU capability-specific standards

This distinction confirms the organization's performance systems are structured, governed, and aligned with global best practices, comparable in rigor to internationally recognized ISO-style certifications.

Framework



Assessors



Awarded

Awarded *Global recognition for excellence*

The Performance Excellence Awards distinguish organizations that have achieved exemplary maturity levels and demonstrated exceptional outcomes through sustained performance excellence.

Award eligibility is based on:

- Completion of the Recognized Assessment
- Achieving **Maturity Level IV or V**

Award recipients are honored annually at the **Performance Excellence Forum & Awards Gala**, and Level V institutions may be inducted into the **Performance Excellence Hall of Fame**.



Performance Excellence
HALL OF FAME™
by GPA Unit

The Journey Beyond Recognition

Advancing Maturity Through Reassessment

Achieving Recognition marks a key milestone in your performance excellence journey — but true transformation requires the sustained effort and practical progress made during the subsequent cycle.

Through **GPA Unit's Reassessment Programs**, organizations can validate the progress made, recalibrate their maturity profile, and sustain alignment with the GPAU International Standards.



Deliverables:

- **Reassessment Report**
Updated report consolidating all findings, new scores, and key insights.
- **Executive Dashboard**
One-page visual summary showcasing maturity progress and improved performance levels.
- **Roadmap for Improvement**
Condensed brief with remaining recommendations and targeted next steps.
- **Improvement Journey Poster**
Visual summary of progress across each capability or maturity stage.
- **Closure Meeting**
Formal presentation of findings and recommended next actions.
- **Updated Maturity Certificates**
Reissued certificates confirming the organization's latest validated level, including capability-specific or integrated maturity certification.

Why It Matters

- Both reassessment pathways ensure that achievements are formally validated and externally recognized, strengthening institutional credibility and reinforcing stakeholder trust.
- Depending on results, organizations may qualify for advancement within the Performance Maturity Framework, or certification of compliance with the GPAU Standards, or eligibility for the Performance Excellence Awards.

Performance Excellence Awards Eligibility

Reassessment results determine potential eligibility for the Performance Excellence Awards, recognizing organizations that demonstrate sustained growth, verified maturity advancement, and alignment with GPAU's global performance standards.
(A reassessment does not guarantee a higher score or level advancement)

The Journey Beyond Recognition

Two Pathways to Continued Excellence



Quick Reassessment



Standard Reassessment

Overview

Designed for organizations that have already begun implementing improvement initiatives and seek a rapid validation of progress. This streamlined reassessment confirms measurable enhancements across selected or all performance capabilities, providing early external acknowledgment of improvement efforts.

Designed for organizations that have undertaken medium or long-term improvement programs across their strategy, governance, and performance management systems. It provides a renewed, in-depth evaluation to confirm that progress is sustained, institutionalized, and benchmarked against global standards.

When?

Within 6 months of the initial Recognized Assessment.

From 6 months after initial recognition up to 6 months before the next framework update (Q4 2028)

Ideal for:

- Organizations progressing quickly toward the next maturity stage;
- Entities aiming for early eligibility in the Performance Excellence Awards;

- Organizations completing a full improvement cycle
- Entities preparing for Performance Excellence Award nominations
- Teams seeking to reconfirm alignment with the GPAU International Standards

Duration

6–8 weeks

12–16 weeks

Format

Remote (optional hybrid sessions)

Remote (optional hybrid sessions)

Conducted by:

GPAU Accredited Assessors

GPAU Accredited Assessors

Focus

Assessment of implemented changes and improved processes

Comprehensive reassessment of systems, practices, and outcomes

Data Collection Methods

Full set of evidence-based items via GPA Unit Assessors

Full triangulation methodology: documentation review, surveys, interviews

Output

Updated maturity score and improvement confirmation

Renewed full maturity score and validation of sustained progress



Performance Excellence Awards

Purpose of the Gala and What It Honors

The **Performance Excellence Forum & Awards Gala** celebrates organizations that demonstrate outstanding achievements in **strategy and performance management**.

The event recognizes excellence across key capability areas — **Strategic Planning, Performance Measurement, Performance Improvement, Performance Culture, Employee Performance Management, Integrated Performance, and Operations Performance**.

Through this recognition, the Gala aims to **promote best practices, foster a culture of excellence, and advance organizational maturity** in alignment with GPAU's **Integrated Performance Maturity Models and Assessment Methodologies**.

Award Distinctions

Two distinctions are presented for each capability:



State of the Art – Awarded for Excellence (Level IV) within the last 12 months.



Best in Class – Awarded for The Hallmark of Excellence (Level V) within the last 12 months.

Awarding Process

How to Get Nominated

1

Submit Inquiry for the Maturity Assessment

Following the **initial inquiry**, our experts will guide you in selecting the most relevant service for your needs. A services proposal will be submitted and presented to the organization.

Contact the GPA Unit team and express your interest in conducting a maturity assessment for your strategy and performance management core capabilities.

2

Identify the Right Service

The organization will **decide** on the most suitable course of action to begin the improvement journey and pursue the opportunity to be nominated for the GPA Unit Awards. Organizations can choose from two potential pathways presented in the next step

3

Choose the Service Deployment Option

Path 1: Conduct a Diagnosis Scan to identify the current maturity level, highlight critical gaps, and obtain a general roadmap for improvement.

Path 2: Proceed directly with the Advanced Maturity Assessment.

4

Undertake the Maturity Assessment

All organizations undertaking Advanced Maturity Assessments by GPA Unit Accredited Assessors are **eligible** for the award, as long as their scoring positions them in maturity levels IV or V.

5

Receive the Official Nomination

The organization will be **invited** to attend the Annual Performance Excellence Forum, as well as the Awards Gala. The entity must be physically represented by one or more staff members during the Awards Gala to officially receive the Award.

6

Attend the Performance Excellence Forum & Awards Gala

We encourage awarded organizations to **publicly display** the Award on their website, issue press releases, and communicate their commitment to continuous improvement and Performance Excellence to all stakeholders

7

Share Your Achievement

Award Categories



PERFORMANCE CULTURE



EMPLOYEE PERFORMANCE MANAGEMENT



PERFORMANCE IMPROVEMENT



STRATEGIC PLANNING



PERFORMANCE MEASUREMENT



INTEGRATED PERFORMANCE



Awards Expo

A Visual Celebration of Achievement



Zakat, Tax and Customs Authority 2023



General Secretariat of Zakat, Tax and Customs Committees 2024



The Saudi Technology and Security Comprehensive Control Company 2025



Literature Publishing Translation Commission 2025

Proof of Excellence Recognition & Client Impact

Case Studies



الهيئة السعودية للتخصصات الصحية
Saudi Commission for Health Specialties



Country
Kingdom of Saudi Arabia



Industry
Government Administration

Service Scope

- **Conduct an Integrated Maturity Assessment across five capabilities** — Strategic Planning, Performance Measurement, Performance Improvement, Employee Performance Management, and Performance Culture.
- **Deliverables:** Audit Report, Executive Dashboard, and Roadmap for Improvement (brief & infographic).
- **Outcome:** Certificates issued with corresponding maturity levels.

Key Benefits

- **Operational efficiency:** Even high-performing organizations may have hidden inefficiencies that assessments can uncover, enabling more streamlined processes.
- **Continuous improvement:** Assessments reveal performance management gaps, helping organizations enhance and refine their approach.
- **Employee engagement:** A mature PMS fosters purpose, recognition, and growth — ensuring these elements are effectively integrated.



Red Sea
Global



Country
Kingdom of Saudi Arabia



Industry
Hospitality

Service Scope

- **Conduct an Integrated Maturity Assessment across five capabilities** — Strategic Planning, Performance Measurement, Performance Improvement, Employee Performance Management, and Performance Culture.
- **Deliverables:** Audit Report, Executive Dashboard, and Roadmap for Improvement (brief & infographic).
- **Outcome:** Certificates issued with corresponding maturity levels.

Key Benefits

- **Objective external perspective:** external performance assessors provide an objective and unbiased evaluation, bringing a fresh perspective that may uncover blind spots or areas not apparent to internal teams.
- **Sustaining competitive edge:** even leaders in their industries must continually assess and enhance their performance to maintain a competitive edge and adapt to changing market dynamics.
- **International recognition:** for organizations operating globally, adherence to international standards and performance benchmarks enhances their credibility and reputation.

Proof of Excellence Recognition & Client Impact

Case Studies



Tourism صندوق
Development التنمية
Fund السياحي



Country
Kingdom of Saudi Arabia



Industry
Tourism

Service Scope

- **Conduct an Integrated Maturity Assessment across five capabilities** — Strategic Planning, Performance Measurement, Performance Improvement, Employee Performance Management, and Performance Culture.
- **Deliverables:** Audit Report, Executive Dashboard, and Roadmap for Improvement (brief & infographic).
- **Outcome:** Certificates issued with corresponding maturity levels.

Key Benefits

- **Identification of critical gaps:** through detailed examination, the audit identifies key gaps in the performance management system, highlighting areas needing immediate attention and improvement.
- **Proposals for rectification:** beyond gap identification, the audit offers actionable recommendations to address specific weaknesses, giving the client a clear view of what must be rectified to strengthen the system.
- **Guided progress for gradual improvement:** the approach ensures recommendations are prioritized and structured to support the client's progression from one maturity level to the next.



MODON مدن
الهيئة السعودية للمدن الصناعية ومناطق التقنية
Saudi Authority for Industrial Cities and Technology Zones



Country
Kingdom of Saudi Arabia



Industry
Government Administration

Service Scope

- **Conduct an Integrated Maturity Assessment across five capabilities** — Strategic Planning, Performance Measurement, Performance Improvement, Employee Performance Management, and Performance Culture.
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- **Outcome:** Certificates issued with corresponding maturity levels.

Key Benefits

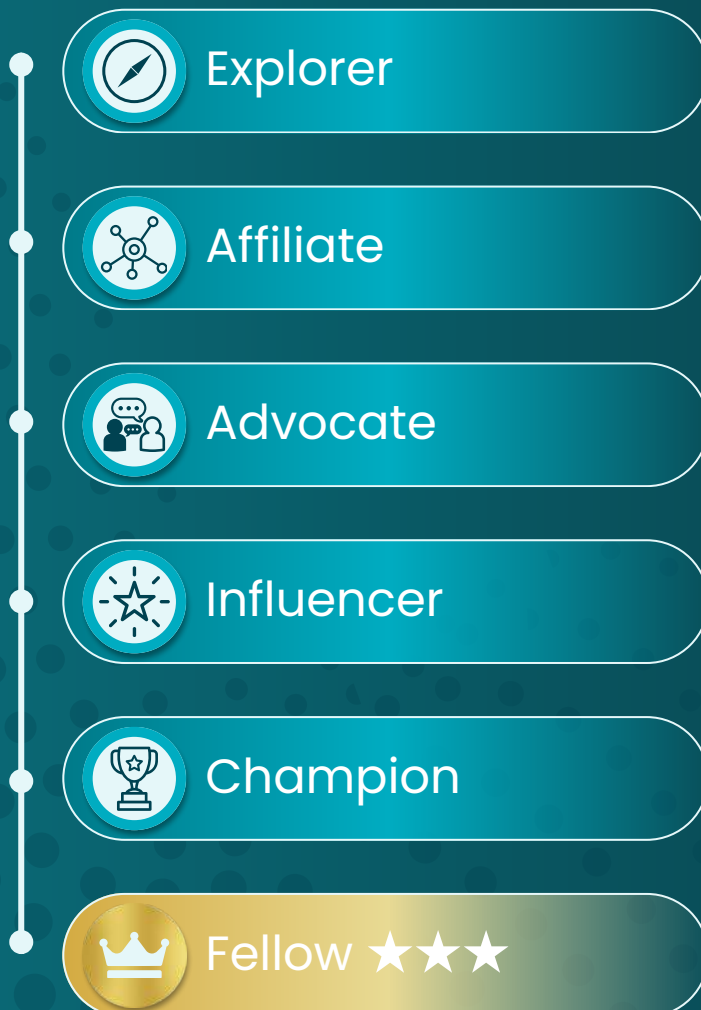
- **Benchmarking against best practices:** the assessment enables organizations to compare their performance management practices with industry best standards, ensuring they adopt the most effective and efficient approaches.
- **Risk identification & mitigation:** the service identifies potential risks or gaps in the system, allowing proactive action to prevent future challenges and disruptions.
- **Enhancing communication:** a mature performance management system promotes open, transparent communication between employees and managers. The assessment highlights areas to strengthen communication and improve these relationships.

Network for *Individuals*

GPAU Ambassador Network

Professional Pathway

Join a global community advancing performance excellence, gaining structured access to exclusive learning, advisory tools, recognition pathways, and collaborative opportunities that accelerate your professional and organizational growth.



Network for *Individuals*

GPAU Ambassador Network



Explorer

The Explorer tier represents the first step in engaging with GPAU. It provides access to general learning resources and introductory materials, helping professionals familiarize themselves with GPAU's frameworks and programs. Explorers build the foundation for deeper participation and prepare for the Affiliate level.

Selected Key Benefits

- Access to introductory webinars and open knowledge resources.
- Basic access to the online Self-Assessment Platform.
- Familiarization with GPAU methodologies and learning materials.
- Eligibility to apply for Affiliate membership after completing entry-level orientation.



Affiliate

Affiliates are active members who begin promoting GPAU services and contributing to the ambassador network. They receive limited incentives, tool access, and introductory collaboration opportunities. The Affiliate tier marks the start of active professional engagement with GPAU.

Selected Key Benefits

- Eligibility for referral commissions and framework licensing discounts (2.5%).
- Access to the GPAU Services Portfolio Toolkit and Self-Assessment Platform.
- One hour of annual guidance from a GPAU Services Manager.
- Access to the Ambassador Network and mentoring sessions (0.5 h).
- Participation in community activities and entry-level recognition as a GPAU Ambassador.

Network for *Individuals*

GPAU Ambassador Network



Advocate

Advocates represent GPAU in their organizations or professional circles. They are authorized to offer independent advisory and coaching services using GPAU methodologies, with extended access to tools and dashboards. This tier focuses on professional practice and contribution to performance maturity activities.

Selected Key Benefits

- Authorization to deliver advisory and coaching services following GPAU standards.
- Access to the Digital Templates Library and Personal Dashboard.
- Referral, licensing, and certification discounts of up to 5%.
- Priority access to participate in GPAU maturity assessments.
- One hour of peer mentoring each year.



Influencer

Influencers are established practitioners who actively collaborate with GPAU in assessments, content development, and community initiatives. They contribute to knowledge sharing and play a visible role in advancing performance excellence.

Selected Key Benefits

- Publication opportunities in GPAU Insights or The Ladder Magazine.
- Invitation to consultation panels for feedback on GPAU frameworks and initiatives.
- Strategic mentorship session with GPAU senior experts (1.5 h total).
- Event participation discounts of up to 20%.
- Recognition as a professional collaborator within the GPAU network.

Network for *Individuals*

GPAU Ambassador Network



Champion

Champions are recognized professionals who maintain consistent collaboration with GPAU through projects, publications, and mentorship. They act as key ambassadors, contributing to professional visibility and leadership across the GPAU network.

Selected Key Benefits

- Recognition in GPAU communications and events.
- Priority participation in GPAU projects and assessments.
- Access to an annual performance review and professional growth plan.
- Eligibility for the Ambassador Excellence distinction.
- Two hours of annual mentoring or advisory exchange within the network.



Fellow ★★ ★

The Fellow distinction is GPAU's highest form of professional recognition. It is awarded to individuals who have demonstrated exceptional expertise, commitment, and long-term contribution to advancing performance excellence.

Selected Key Benefits

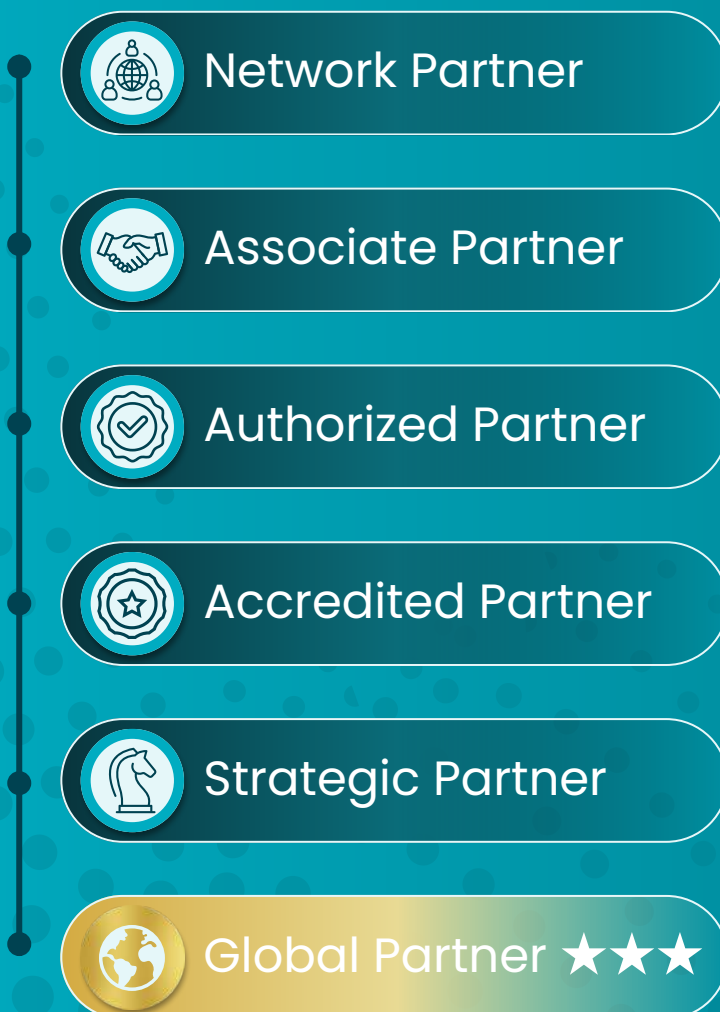
- Lifetime recognition as GPAU Fellow.
- Acknowledgment in the GPAU Annual Report and professional listings.
- Participation in consultation activities on GPAU programs and frameworks.
- Representation privileges in selected professional and research collaborations.
- Continued engagement opportunities by invitation.

Network for *Organizations*

GPAU Partnership Framework

Organizational Pathway

Partner with GPA Unit to gain delivery authority, strengthen market credibility, and co-create performance excellence across industries and regions through structured collaboration and shared standards.



Network for Organizations

GPAU Partnership Framework



Network Partner

This partnership establishes the initial go-to-market channel within the GPAU ecosystem, built for organizations driving market activation and lead generation.

Core Benefits

- **Global Recognition:** Inclusion in the GPAU Alliance Network as part of its international partner ecosystem.
- **Lead Incentives:** Eligibility for referral commissions on verified lead conversions.
- **Marketing Toolkit:** Access to GPAU-approved brochures, visuals, and digital templates.
- **Training Access:** Participation in orientation sessions on methodology and positioning.
- **Growth Path:** Clear criteria and guidance for advancement to higher alliance levels.



Associate Partner

This partnership formalizes a co-branded commercial collaboration based on verified market traction.

Includes all Network Partner benefits, with added rights for representation and collaborative market activation.

Core Benefits

- **Co-Representation Rights:** Permission to co-brand and represent GPAU within the local market.
- **Strategic Co-Marketing:** Inclusion in GPAU joint campaigns and promotional events.
- **Priority Lead Flow:** Access to pre-qualified client leads from GPAU channels.
- **Discounted Academy Access:** Special pricing for staff enrolling in GPAU Academy.
- **Dedicated Relationship Manager:** Assigned liaison for coordination and goal alignment.

Network for Organizations

GPAU Partnership Framework



Authorized Partner

The Authorized Partnership grants limited delivery authority within an approved territory.

Includes all Associate Partner benefits, plus certified delivery authorization for GPAU diagnostic services.

Core Benefits

- **Exclusive Diagnostic Rights:** Authorization to deliver and monetize GPAU PerforAssess services in assigned markets.
- **Framework Access:** Full access to PerforAssess toolkits and evaluation frameworks.
- **Certification Pathway:** Priority, discounted access to GPAU C-PA certification programs.
- **Official Listing:** Featured in GPAU's global Alliance directory as an Authorized Delivery Partner.
- **Client Impact Studies:** Eligible to co-publish validated case studies with GPAU endorsement.



Accredited Partner

The Accredited Partnership represents a recognized center of GPAU delivery excellence, authorizing full execution of assessments and academy programs.

Includes all Authorized Partner benefits, plus full delivery rights for GPAU assessments and academy programs.

Core Benefits

- **Full Delivery Mandate:** Independent authorization to deliver all GPAU Assessments and certified programs.
- **Advanced Access:** Priority entry to restricted frameworks, beta tools, and key development materials.
- **Accreditation Support:** Continuous quality and renewal assistance for accredited assessors.
- **Regional Prioritization:** Eligibility for regional exclusivity and large-scale project access.
- **Annual Partner Briefing:** Yearly online session on GPAU's roadmap and partnership updates.

Network for Organizations

GPAU Partnership Framework



Strategic Partner

The Strategic Partnership is a co-development alliance focused on large-scale initiatives that shape national or sectoral transformation.

Includes all Accredited Partner benefits, with added co-development privileges and sector or regional exclusivity rights.

Core Benefits

- **Exclusivity Mandate:** Guaranteed regional or sector exclusivity based on performance and agreement.
- **R&D Collaboration:** Joint development of frameworks, studies, and thought leadership pieces.
- **Advisory Council Seat:** Membership in the GPAU Advisory Council shaping strategic direction.
- **Community Leadership:** Oversight of local GPAU chapters and regional networking events.
- **Executive Visibility:** Priority speaking roles and public recognition as a Strategic Partner.



Global Partner ★★★

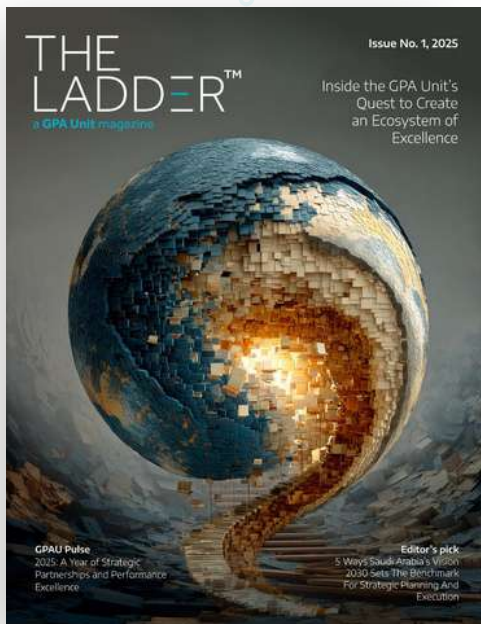
The Global Partnership signifies institutional alignment and co-ownership of GPAU's global agenda.

Includes all Strategic Partner benefits, with governance-level integration and shared ownership in global initiatives.

Core Benefits

- **Shared Ownership:** Participation in GPAU joint ventures and co-developed services under shared governance.
- **C-Level Integration:** Direct engagement with GPAU executives in annual global strategy sessions.
- **International Co-Hosting:** Co-branding and co-leading GPAU's major global events and summits.
- **Global Brand Elevation:** High visibility across GPAU's international platforms and materials.
- **Global Exclusivity:** Eligibility for multi-regional or global exclusivity based on strategic fit.

Thought Leadership INSIGHTS



THE
LADDER™
a GPA Unit magazine

The Ladder™ is the official publication of the **Global Performance Audit Unit**, dedicated to advancing **performance excellence** through **strategic insight** and **maturity-driven knowledge**.

Drawing on GPAU's assessment and research expertise, it explores how organizations evolve from managing performance to mastering it — integrating **strategy, measurement, improvement, culture, and people into adaptive systems**.

Through articles, case studies, and interviews, The Ladder turns the science of performance maturity into practical management insight. Guided by its core values — **Insightfulness, Excellence, Credibility, Relevance, Progressiveness, and Empowerment** — it connects leaders and professionals building organizations that learn, adapt, and excel.

Leading Voices™ by GPA Unit is a podcast series that uncovers real-world stories of **strategy, performance, and transformation**.

Each episode brings together **leaders, assessors, and reformers** to share their journeys of building **integrated performance management systems**— across **strategy, measurement, improvement, culture, and people**.

Tune in for **honest conversations** on what drives **performance maturity** and how organizations **turn insights into impact**.



LEADING
VOICES™
a GPA Unit podcast

Thought Leadership INSIGHTS

Mind the Gap™ is GPA Unit's live learning series turning the theory of performance maturity into real-world application.

Each session explores a specific capability — strategy, measurement, improvement, culture, or people — showing what maturity looks like in practice and how to advance between levels.

Featuring GPA Unit experts, assessors, and practitioners, the series reveals how alignment is built, KPIs refined, wellbeing embedded, and feedback turned into growth.

Through interactive webinars, Mind the Gap breaks maturity into operational realities — frameworks, diagnostics, and lessons from transformation projects — helping professionals see the gaps and learn how to bridge them.



**MIND™
THE GAP**
a GPA Unit webinar series



**PERFORMANCE
INSIDER™**
a GPA Unit interview series

Where strategy meets dialogue.

Performance Insider™ explores how organizations plan, measure, and improve performance across five key capabilities: Strategy, Measurement, Improvement, Culture, and People.

Through honest conversations with leaders and practitioners, the series uncovers what truly drives performance maturity — and how insights turn into impact.

Blending written features and recorded discussions, it offers a space for reflection, learning, and transformation on the evolving practice of performance excellence.

JOIN THE JOURNEY TO PERFORMANCE EXCELLENCE

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