



Attention Human Performance Improvement Practitioners and the Corporations Where They Work:

Look at what the International Society for Performance Improvement (ISPI) Bay Area Chapter can offer you!

**One of the most important steps toward advancing careers in this exciting field is to join a professional association. Here are FIVE great reasons for joining the ISPI Bay Area Chapter.**

1. **Networking:** ISPI organizes both International and National annual conferences. These are opportunities for you to mix and mingle with others in your field in both professional and relaxing settings. At the local level, the ISPI Bay Area Chapter offers you more frequent occasions to share and learn from performance improvement professionals in your own back yard.
2. **Safe environment for you to practice:** Do you need a place to try out a new process or to bounce ideas off of people like yourself? The ISPI Bay Area Chapter is a great place to go for help and advice. If you just want to brainstorm ideas with practitioners like yourself or flesh out a project, this is a safe environment for you to proceed. We could be your professional playground or sandbox to test out your approach.
3. **Personal & Professional Development:** If your career aspirations include the desire to publish, present your work, and keep up-to-date on proven practices or industry trends and how to manage them, the ISPI Bay Area Chapter is here to help.
4. **Certified Performance Technologist Certification:** This is a credential that sets performance improvement professionals apart within their field. Those who have earned certification have professed that documenting their work as part of the certification project increased their confidence in the value they bring to companies or clients, in securing new jobs, in obtaining new clients, and in setting a course for continued job growth. Let us help you achieve certification.
5. **Place to learn from your peers:** People like you who are bombarded every day with a plethora of information can help you make sense out of it all and see what is most important to you and your company based on standards, process, analysis, evidence-based research and systems.

**Join the ISPI Bay Area Chapter and advance your career!**