



Dedham Executive Center  
990 Washington Street, Suite S109  
Dedham, MA 02026

T: (781) 326-8201  
F: (781) 326-6048

<http://www.insightperformance.com>

**FOR IMMEDIATE RELEASE**

## **INSIGHT PERFORMANCE EXPANDS WITH SECOND LOCATION**

*Salem, Massachusetts Office Offers Easier Access For North Shore Clients*

**Dedham & Salem, Mass.** (May 31, 2012) – Insight Performance, Inc., a strategic human resources consulting firm that works with small and mid-sized companies to build exceptional workplaces, announces the opening of a second location. The company, which has operated out of its headquarter office in Dedham, Massachusetts since 1995, opened a second location in the Enterprise Center at Salem State University in Salem, Massachusetts.

“The decision to open a second location in Salem was an easy one,” said Michael Ward, President, Insight Performance, Inc. “We have seen significant client growth on the North Shore and Cape Ann, ranging from start-ups to companies with several hundred employees. We look forward to becoming even more engrained in the thriving North Shore business community as we help more companies achieve their goals of being outstanding employers.”

Ward, who also serves as the baseball coach for Salem State University, has been actively involved with North Shore non-profits for several years, including serving of the Board of Directors for the North Shore Chamber of Commerce and Salem-based Children’s Friend and Family Services.

“Since the Enterprise Center is an Insight Performance client and we work with several businesses that are either housed in or work with the center, it was the perfect location to open a second office,” said Ward. “Plus, it certainly makes the commute to my coaching job at Salem State much shorter.”

###

### **About Insight Performance, Inc.**

Founded in 1995, Insight Performance, Inc. is a strategic human resources consulting firm that works with small and mid-sized companies to build exceptional workplaces. The firm, with offices in Dedham and Salem, Massachusetts, provides proven and cost-effective HR solutions to help companies, in a wide range of industries, solve real-world problems, and achieve their business goals. Insight Performance has been named a “Best Place to Work in Massachusetts,” the national recipient of Employer of the Year and Best Overall Company of the Year for Service Businesses (under 100 employees), and was a national finalist for Best Human Resources Organization. Additional information can be found at [www.insightperformance.com](http://www.insightperformance.com).