

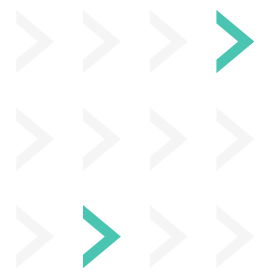


# Building an Effective Performance Management Action Plan



# Objectives

- **Define Performance Management and the role it plays in the success of an organization**
- **Explain the stages in the Performance Management Cycle**
- **Identify best practices in creating an effective Performance Management Action Plan**
- **Help you prepare a Performance Management Action Plan and create a culture of performance management**



**What is  
Performance  
Management?**

# What is Performance Management?



Source: PowerPoint Stock

**Performance management is a set of processes and systems aimed at developing employees, so they can perform their job to the best of their ability and align individual efforts to achieve organizational goals.**



**Employee retention**



**Employee engagement**



**Employee development**



**Winning corporate culture**



# Why is employee retention so important?



Source: PowerPoint Stock

The average cost to replace a terminated employee is about **50%** of the employee's annual salary.

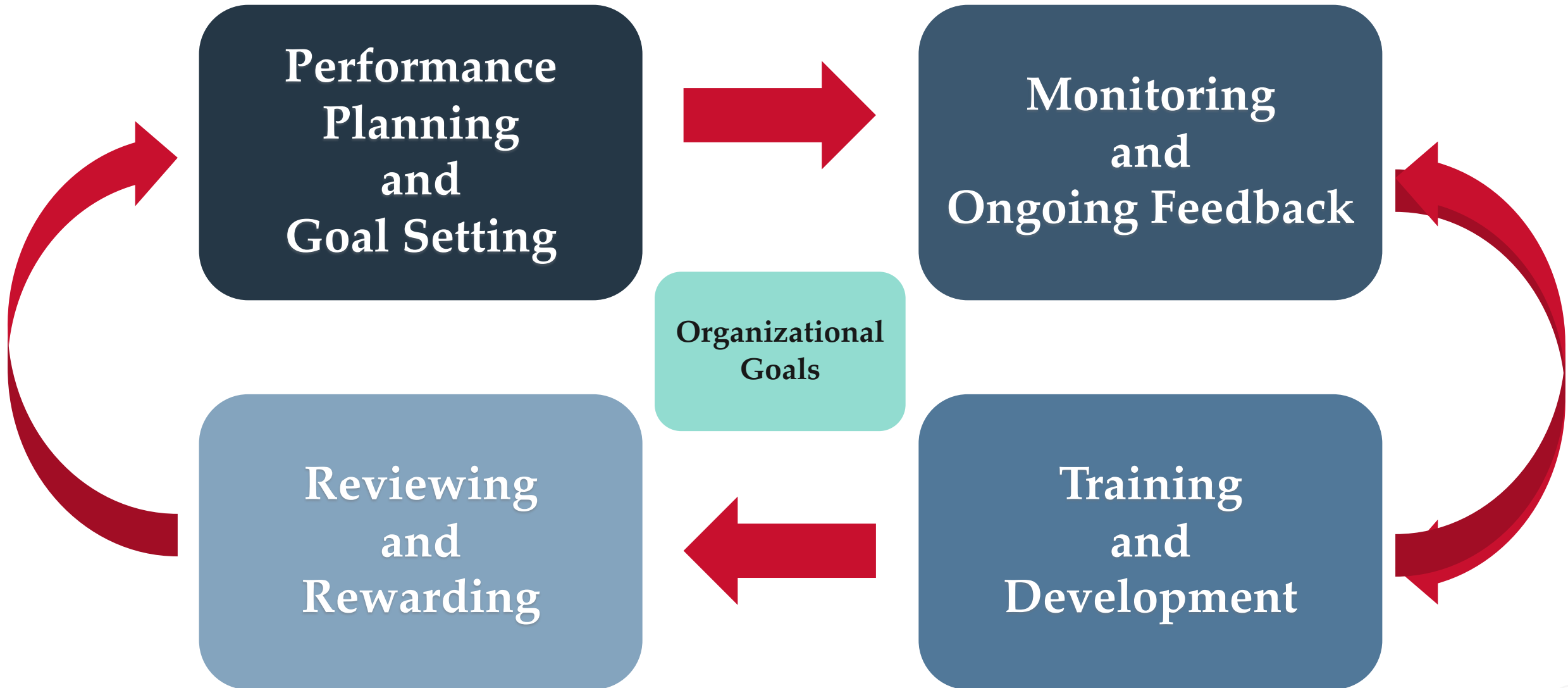
<https://www.gnapartners.com/resources/articles/how-much-does-employee-turnover-really-cost-your-business>



# Performance Management Cycle



# Performance Management Cycle





## Performance Planning and Goal Setting

- **Employee Performance Goal Alignment**
- **SMART Goals**

Use SMART goal criteria:

- ✓ **Specific**
- ✓ **Measurable**
- ✓ **Achievable**
- ✓ **Relevant**
- ✓ **Time-bound**

**"By the end of the fiscal year, the company will increase its market share within the software solutions industry by 10% through product enhancements, superior customer service, and strategic marketing initiatives."**

“Develop and implement some strategic marketing campaigns.”

- ✗ **Specific** – Target not clearly defined
- ✗ **Measurable** – “Some” is not quantifiable
- ✗ **Achievable** – Difficult to determine how realistic goal is
- ✗ **Relevant** – Lacks context and needs to be tied to business objectives
- ✗ **Time-bound** – No time period defined

# Revised Employee Goal Statement

“Develop and launch at least three strategic marketing campaigns by the end of the year aimed at increasing the company’s market share in the software solutions industry by 10%.”

- ✓ **Specific** – Target client is defined (software solutions sector)
- ✓ **Measurable** – Three campaigns is quantifiable
- ✓ **Achievable** – Assuming there is benchmark data
- ✓ **Relevant** – Linked to business objectives
- ✓ **Time-bound** – Deadline is set for the end of fiscal year



# The Planning Stage

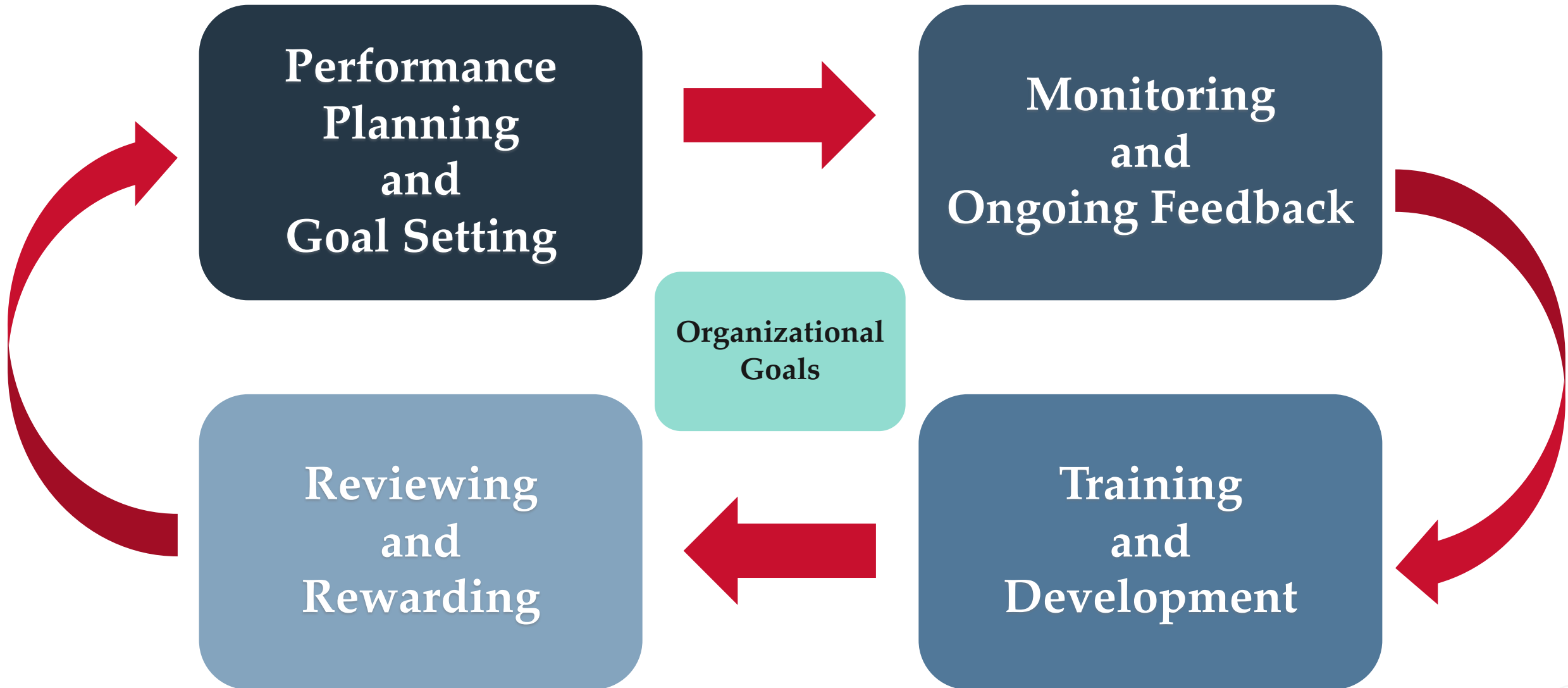
- **Goal Alignment**
- **SMART Goals**
- **Collaborative Process**
- **Clear Expectations**

# Key Performance Indicators

“Develop and launch at least three strategic marketing campaigns by the end of the year aimed at increasing the company’s market share in the software solutions industry by 10%.”

- Successfully launch at least **three strategic marketing campaigns** by the end of the fiscal year.
- **Generate** a specific number of **qualified leads** from each campaign.
- Achieve a **conversion rate of Y%** from leads to customers for each campaign.
- **Measure engagement** metrics such as click-through rates (CTR), social media interactions, and email open rates for each campaign.
- **Assess the contribution** of marketing campaigns to the overall market share increase.
- **Calculate the ROI** for each marketing campaign to **ensure cost effectiveness**.
- **Monitor and manage the cost of acquiring new customers** through these campaigns.

# Performance Management Cycle



## Monitoring and Ongoing Feedback



**“80% of employees who say they have received meaningful feedback in the past week are fully engaged.” - Gallup**

# Providing Continuous Feedback

- **Use a constructive approach**
- **Focus on development**
- **Link feedback to business goals**
- **Document feedback**




## Meet Kacey


- **New employee of ABC Corp.**
- **Recently graduated from college**
- **Hired as an administrative assistant**
- **First corporate job out of college**

# Kacey – Administrative Assistant

## Initial Challenges:

- 
- Seems to lack experience to anticipate potential problems
  - Lacks understanding of company expectations
  - Multiple errors and typos in emails

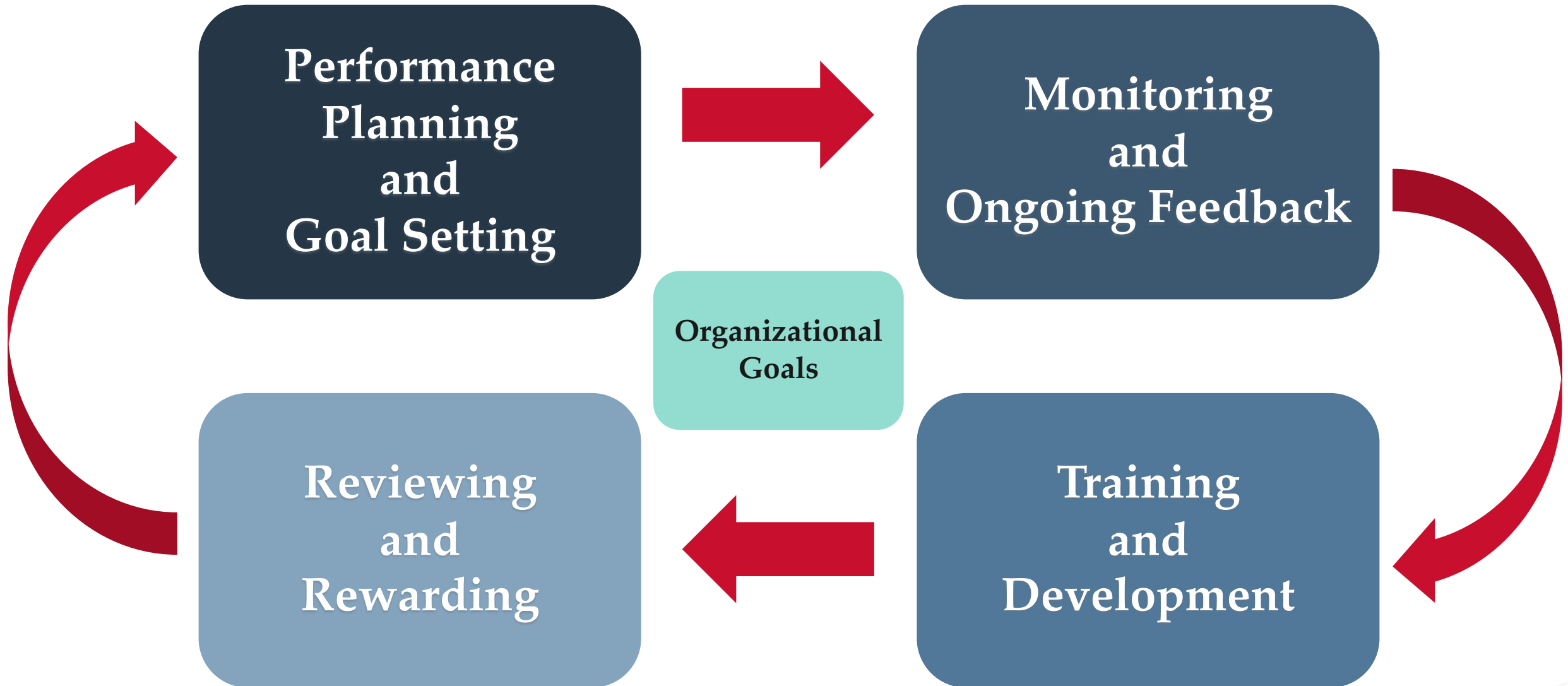
## Intervention – Continuous Feedback:

- 
- Weekly one-on-one meetings
  - Clear expectations and role modeling
  - Real-time corrections and training

## Outcomes:

- 
- Enhanced performance
  - Increased awareness
  - Improved communication skills

# Performance Management Cycle



# Training and Development

## **The Underperformer**

- Plan for improvement
- Corrective Action
- Retraining

## **The Overachiever**

- Further training
- Challenging assignments
- Opportunities for growth

## **The In-Between**

- **Continuous development**
- **Project-based learning**
- **Check for engagement**



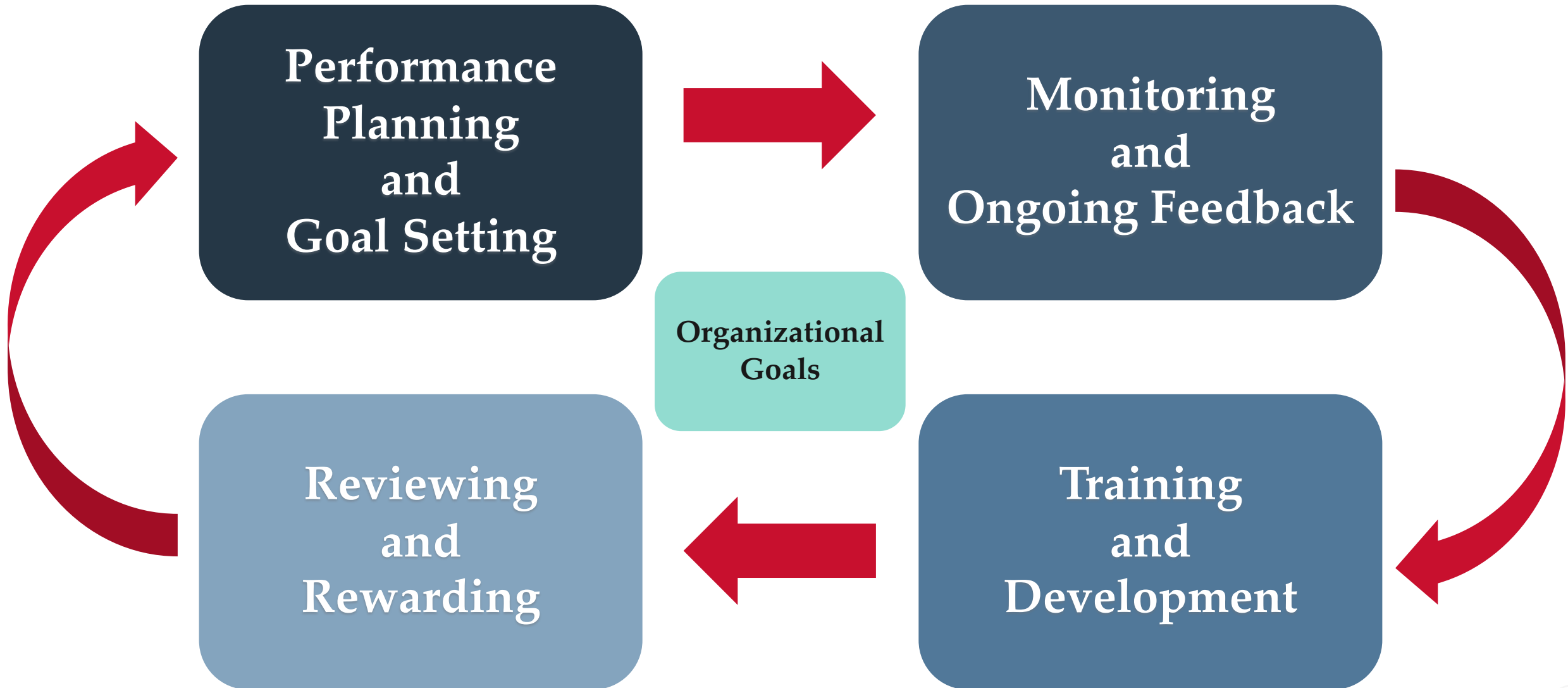
## The Underperformer

- Provide examples of mistakes made
- Provide templates and samples of well-composed emails
- Clearly outline expectations
- Enroll in workshops for time management, problem solving, and professional writing

## The Overachiever

- Enroll in additional workshops on leadership, office management, etc.
- Provide additional assignments such as office supplies management and procurement, process improvement projects, etc.
- Consider promotion to office manager

# Performance Management Cycle



Reviewing  
and  
Rewarding

- **Performance Appraisal**

Formal Evaluations

Self-Assessments

360-Degree  
Feedback

- **Documentation**

Performance  
Records

Performance  
Reports

- **Evaluation Criteria**

- Goal Achievement
- Competency Assessment
- Behavioral Metrics

- **Feedback and Discussion**

Constructive  
Feedback

Beware of Biases

Two-Way Dialogue

# What if the Performance is Subpar?

- **Is the employee in the right role?**
- **Should there be an improvement plan?**
- **Is it time to say goodbye?**

# Types of Rewards

- **Recognition**

Verbal Praise

Awards & Certificates

- **Compensation**

Merit-Based Pay

Incentives

- **Benefits and Perks**

Non-Monetary  
Rewards

Career Advancement

- **Celebrations and Events**

Team Celebrations

Employee of the  
Month/Year



# The impact of recognition...



**According to a recent Gallup survey, 7 out of 10 employees agree that recognition is an important part of their culture.**

Source: <https://www.gallup.com/analytics/472658/workplace-recognition-research.aspx>



# Performance Management Action Plan

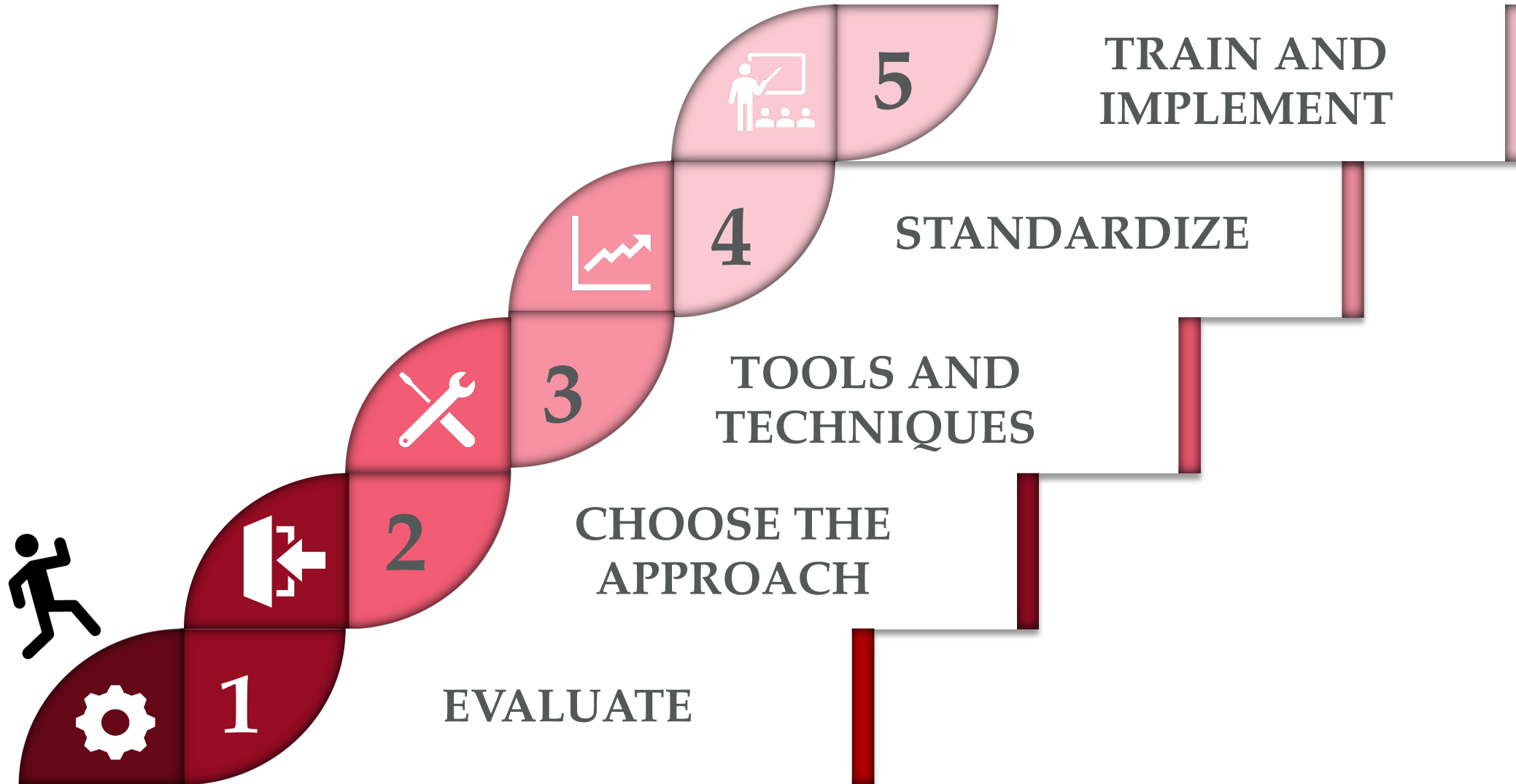
Developing your own custom plan



# Why Create a Plan?

- Sets the stage for people leaders and employees
- Proactive vs. reactive
- Fair and consistent approach
- Promote a performance management culture

# Design Your Action Plan





## Start

List of suggestions to start doing.



## Stop

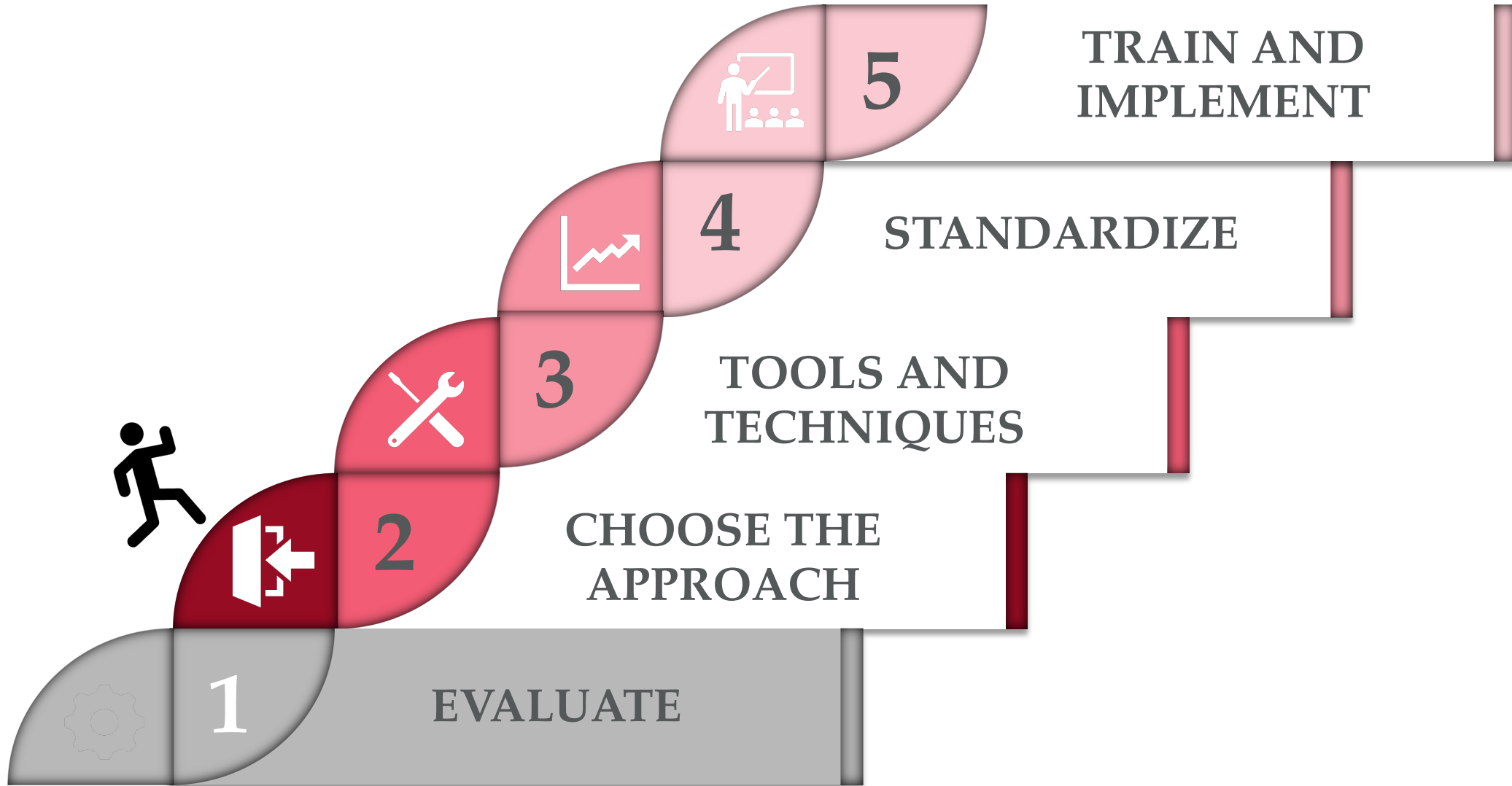
List of ideas to stop doing.



## Continue

List of ideas to adopt more widely.

# Design Your Action Plan



## What

Traditional annual reviews · Continuous feedback · 360-degree feedback · OKRs (Objectives and key results) · Competency-based reviews

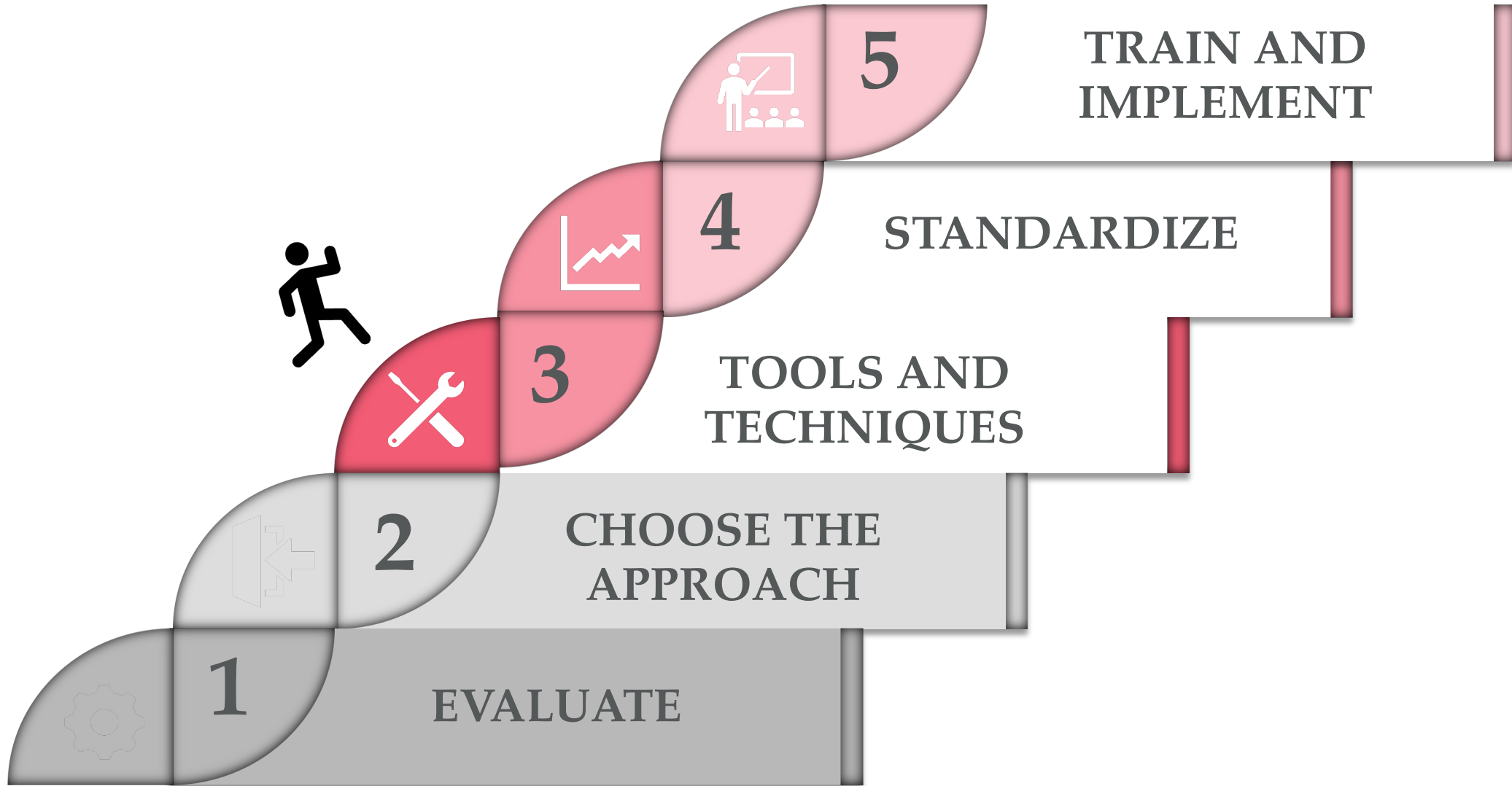
## Why

Why is this approach suitable for your company?

## How

How will you tailor the chosen approach to fit your company's unique needs?

# Design Your Action Plan

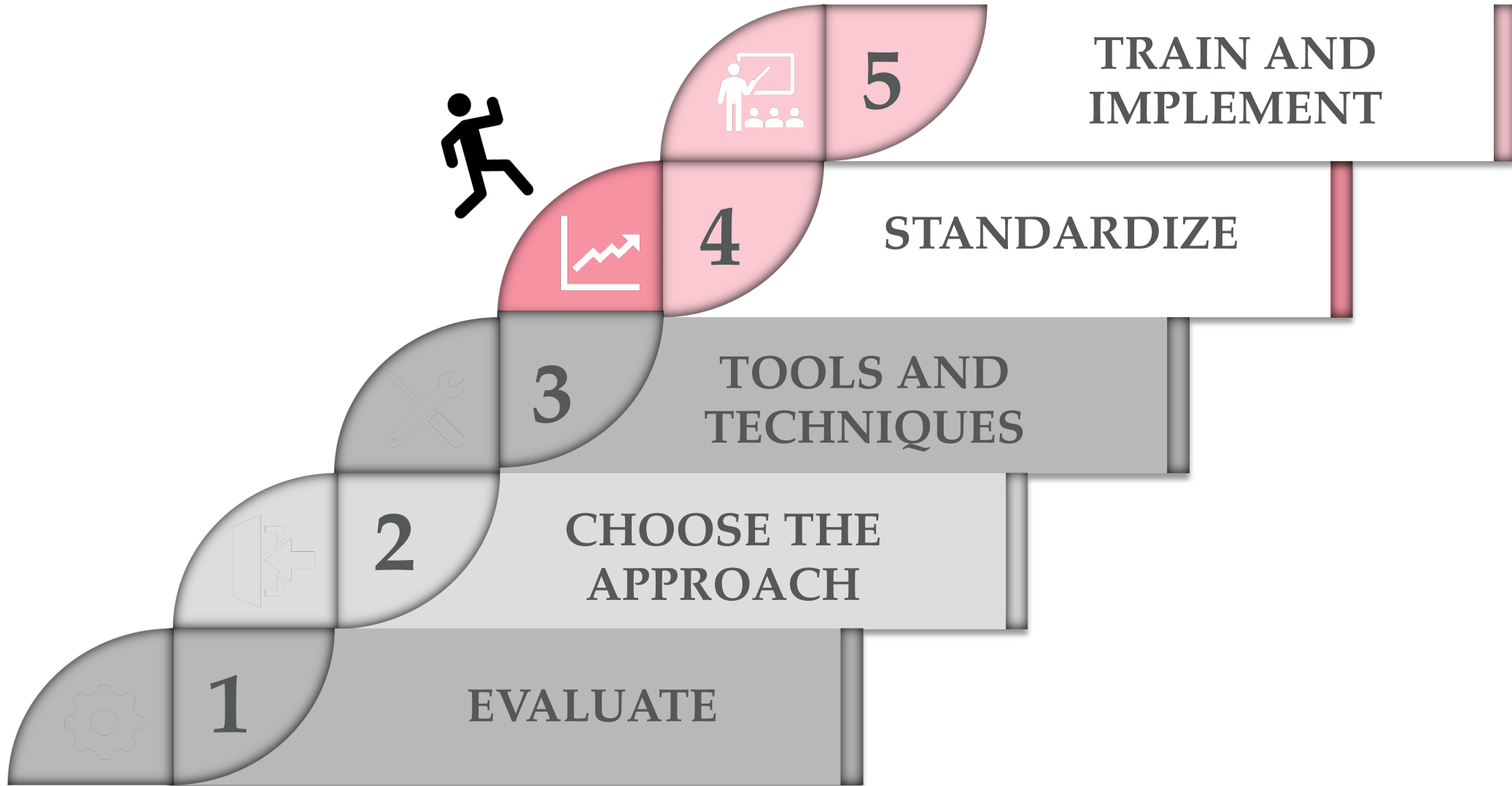




# Tools and Techniques

- **Leverage technology**
- **Consider integration and compatibility**
- **Evaluate user friendliness**
- **Seek scalability and flexibility**
- **Ensure data security and compliance**
- **Measure ROI and effectiveness**

# Design Your Action Plan



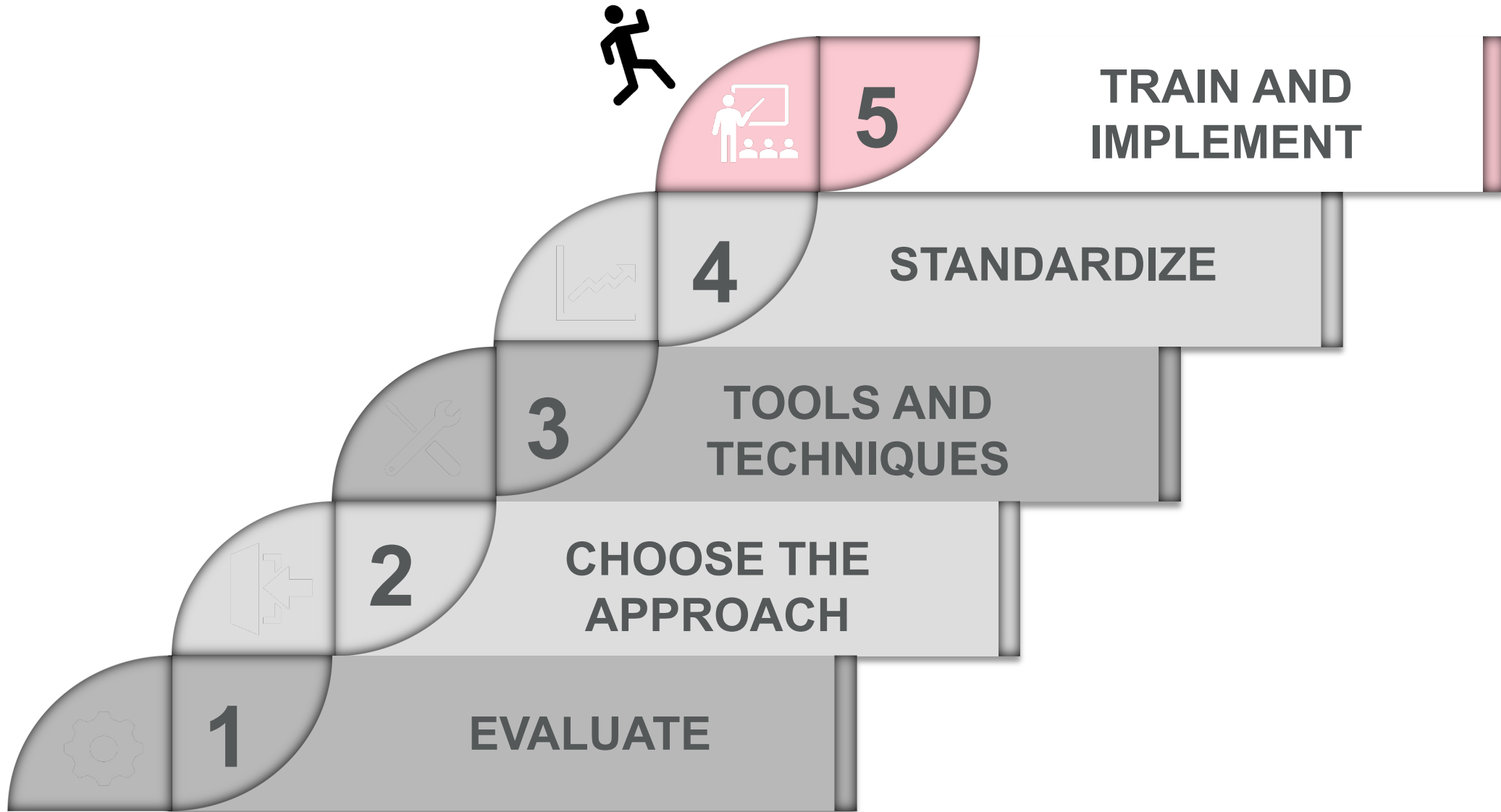
# Standardize the Process

Process mapping ➤ Define steps

Documentation ➤ Guidelines/Templates/  
Worksheets

Consistency ➤ Process audits

# Design Your Action Plan



# Train Managers and Implement



**Kick-off  
meeting**



**Train leaders**



**Create guides**



**Learn how to  
use tools**

- **Copy of presentation**
- **Performance Action Plan Worksheet**
- **SMART Worksheet**
- **Continuous Feedback Checklist**

# How G&A Partners helps people leaders manage employee performance

- The HR professionals at G&A create customized training protocols and help you develop comprehensive policies and procedures to effectively manage employee performance, so you avoid stress or missteps.
- G&A's online performance management system streamlines your organization's employee development processes in the following areas: Goal setting, performance reviews, and reporting & analysis.
- G&A can help you refine compensation and benefits packages—providing your employees with the wages, benefits, rewards, and perks they value most.
- G&A's team of human resources experts helps you avoid wrongful termination claims with coaching, counseling, termination guidance, and sound HR policies and practices.