

January 2006: Drake Webinar Series - Volume 15

Does your Company Just Review Performance or Manage It?

Traditional performance reviews are often viewed by managers as a necessary evil, as opposed to a constructive tool to improve employees and enhance their career development. This is because reviews are often based on activities that have little to do with achieving business objectives. They become isolated discussions that are documented and then relegated to the filing cabinet upon completion.

Aligning the values and objectives of a company to the behaviours of its very best individuals is the central concept of an effective organizational performance management strategy. How can employee performance be enhanced on a daily, weekly and monthly basis without knowledgeable coaching? What are the real costs that go beyond the salary and benefits of an underperforming employee? What are the ramifications of low productivity, the decreased morale of others that must work overtime to pick up the slack of underachievers, and the potential damage to a company's reputation in the marketplace, if an underperformer is client-facing?

Many organizations make two critical mistakes that prevent their performance reviews from being effective. The first is that they conduct reviews just once a year, instead of as an ongoing process toward employee improvement, and the second is that they create their reviews based on generic criteria. This occurs because most companies, sometimes even those with large HR departments, simply do not have the experience or expertise to craft specific criteria that speak to a selected position; but, without criteria that are specific to the job family or role, successfully aligning an employee to your company's goals is almost impossible.

Drake has a new whitepaper (at www.drakewebinars.com) that discusses a proven methodology to develop careers on a day-to-day basis, shifting the process away from ineffective annual reviews to an ongoing strategy of performance management. The whitepaper goes into extensive detail on the development of performance criteria, the development and implementation of the process and how to directly link HR and line managers toward both organizational and employee objectives

To find out more on how to create an effective performance management process for your organization, please contact Drake's Integrated HR Solutions Manager at +1 416 216 1000 or visit their website for a complimentary webinar on this topic which will be presented on January 25 from 12 p.m.–1 p.m. EST. Register at: www.drakewebinars.com.