



## KEY SOLUTIONS FOR MAXIMUM PERFORMANCE

### Why Performance Management?

A White Paper

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#### Introduction

When people hear the words “Performance Management”, they automatically think of dealing with employees who are performing below expectations.

This is far from the truth! Performance Management may deal with the employee who is performing below expectations but more importantly Performance Management deals with the people in your organization that are solid performers with potential to grow and star performers who have been identified with potential for positions of increased responsibilities.

#### Discussion

It is easy to understand why addressing performance with people below expectations is important to your organization. What is even more important for long term business growth is to develop solid performers into top performers and top performers into superstars.

It is important to keep challenging goals in front of your top performers for a variety of reasons. First, if higher levels of performance are not obtained from everyone in the organization, especially the top performers, the organization will level off in growth and not get better. Second, top performers got to the top because they like to be challenged to produce higher levels of performance. So why not give them what they want to grow and develop their skills?

The top performers may have natural talent but more often, they have accompanied that with hard work, goal attainment and coaching. If the top performers stop feeling challenged and feel like they are not growing, they may go to another company where they feel like they have more opportunity (What are the chances of your next hire being of the same caliber?) or they may get stale and disillusioned thereby causing a decrease in their performance.

The approach you take with the person below expectations and the top performer are different but the goal is the same. You want all people in your organization to grow and get better at their jobs.

## **Conclusion**

Every organization should keep track of the performance of every employee against expectations to ensure that each job function is being performed to the highest standards. In addition, performance management is a crucial function in growing high potential employees to acquire skills that will be needed in positions of increased responsibility. Performance management analysis should be a periodic and important function in every organization's practice.

## **About Unlocked Potential**

Unlocked Potential ([www.unlocked-potential.com](http://www.unlocked-potential.com)) is the leading performance management consulting company specializing in identifying and implementing solutions that result in the highest level of people performance.

## **About The Author**

Mark Parbus uses his 20 years of experience in the pharmaceutical business to provide performance management consulting services to growing companies wanting maximum performance from their people. Before forming Unlocked Potential, Mark Parbus was with GSK in various roles such as National Recruiter, Product Knowledge/Sales Skills Senior Trainer, Reengineering Project Manager and 9 years as a Senior Sales Manager.