

Flinn Associates Monthly Newsletter

Does Performance Management Matter?

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Does performance management matter? Yes. Okay, on to the next piece of mail.

Seriously, how much time do you spend developing performance management criteria with each of your sales staff? The key here is with your staff. Are your goals clear to your staff? Can you track minimum requirements? Does it matter?

I believe that too little time is spent developing performance management systems focused on the needs of the individual. Most often goals are set and communicated to the individual. Yet, managers often assume that communicating the goals is the most important aspect. It is only the beginning. An effective manager must understand the needs of the individual. This is especially true if the manager expects the individual to perform specific activities necessary to achieve key results.

Success is never an accident; it is always planned. Don't go it alone. Make the connection between your expectations and individual needs of your staff.

For further insight into performance development as a catalyst to improving performance, productivity, and profitability, contact Skip Flinn, via e-mail at skip@flinnassociates.com.