

Performance Reviews – nothing to fear!



Inevitably, there will be a time when an employee's behaviour and/or performance does not meet your expectations. That is the time for a performance review in order to inform the employee of the mistake, to clearly point out your expectations and to give him/her a chance to adjust their behaviour.

The secret to positive employee relationships is clear and objective communication. This includes positive feedback when you are satisfied, as well as criticism when you are not satisfied. The performance review is, therefore, a legitimate and valuable management tool. Avoiding fair and open criticism may result in your employees thinking of you as inconsistent; may provoke a repeat of the same situation; and, also may have a negative effect on the overall working atmosphere.

9 Tips for Performance Reviews:

1. **Don't criticize when you are upset.**
Calm down first and then arrange a short conversation.
2. Choose a **positive idea** on which to **start the conversation** but don't hesitate to be direct – don't beat around the bush.
3. **Stay objective.** You don't want to dismiss the employee but rather to change his/her behaviour.
4. Avoid a general statement. Be specific, pointing out **concrete** issues.
5. Give your employee the chance to explain the situation from his/her **point of view**.
6. Discuss the **consequences** of his/her misbehaviour for customers, colleagues and the company so that he/she understands why this cannot continue.
7. Mutually search for **steps to solve** the problem and set goals.
8. **Keep a record** of the conversation.
9. **Monitor** the implementation of the agreed steps and **give praise** where appropriate.

Whether you choose a verbal or written review, you should always make a note in the personnel records of the employee for your own purposes. Date, time, place, origin of problem, agreed upon solutions, employee's comments, should be documented. This takes time, however, it might save you a lot of time and trouble in a worst-case scenario.

Important Note:

Despite the necessary criticism, the performance review should be constructive and motivating.

Search for solutions together with the employee in order to get control of the problem. At the end of the conversation, concrete steps and goals should be agreed upon. This provides a positive conclusion to the interview.

Watch for opportunities to give praise when the agreed upon steps are implemented. This leads you back into the role of motivator and mentor.

Quote of the month:

"If you want criticism to be successful, serve it on a soft pillow."

Willy Meurer

BEITRAINING[®] strengthens its presence in Middle Franconia

BEITRAINING[®] opens another location in the Nuremberg area. The new training centre of **BEITRAINING**[®] Nuremberg East is located in Altdorf. Regional Franchise Owner Ralph U. Müller will be providing support for small- and medium sized businesses (SME) in the areas of management, sales, service and personal growth training.



Mr. Müller has had longtime experience in consulting and coaching. After his study of Business Economics, he was a trainer and adviser in international IT enterprises. Later, as management consultant, he supported customers in various other industries. The 50-year-old franchisee knows the strategic importance of recognising change and adapting processes and structures accordingly. That's the reason his career relates closely to: "Without strategy - no change; without change – no success."

You can learn more about this subject in our **LYT (Leading Your Team**[®]) and the **ASM (Advanced Sales Management**[®]) training programmes.

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