

MICROFEEDBACK, CONFRONTATION & VALUE ALIGNMENT



How to Get Better Performance
Monthly, Weekly and Daily!



Building a
performance
culture
with social?

How on
earth can
you do that?

**BUT DON'T
FORGET THE
REASON
YOU'RE HERE.
FEEDBACK
NETS RESULTS:**



Managers who received feedback on their strengths showed 8.9% greater profitability.



69% of employees say they would work harder if they felt their efforts were better recognized.



92% of employees agreed with the assertion, “Negative (redirecting) feedback, if delivered appropriately, is effective at improving performance.”




80% of Gen Y said they prefer on-the-spot recognition over formal reviews.



77% of HR execs believe performance reviews aren't an accurate representation of employee performance



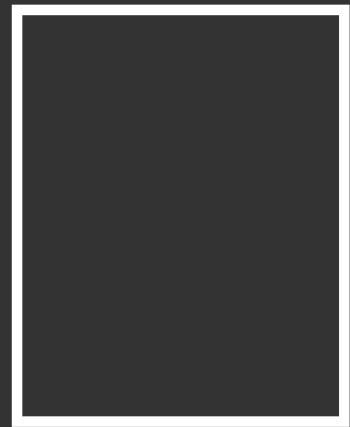
A photograph of two women sitting at a wooden desk in a creative office. The woman on the left is smiling and looking at a laptop. The woman on the right is looking down at her laptop. The desk is cluttered with various items including a red cup, a water bottle, a smartphone, and a small spray bottle. In the background, there are several t-shirts hanging on the wall, including one with '2442' and another with 'PRODUCE OF TANZANIA'. A red circle with a white dot is overlaid on the left side of the image.

Sometimes people focus so much on the review side of performance reviews, we forget about the fact that we should be focusing on the performance side.

JUST KIDDING



HOW WORTH IT?



**Builds employer
brands for global
companies**

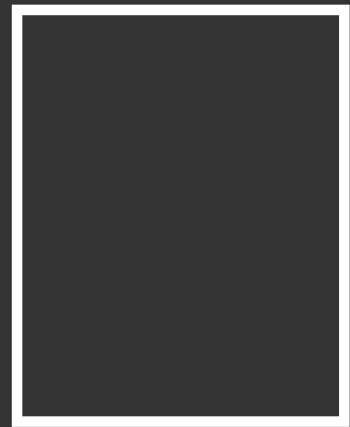


**Marketing and Ad
campaigns seen
worldwide**



**Ghost writes papers
that many of you
have likely read**

HOW WORTH IT?



**Builds websites
For non-profits
and F500 alike**



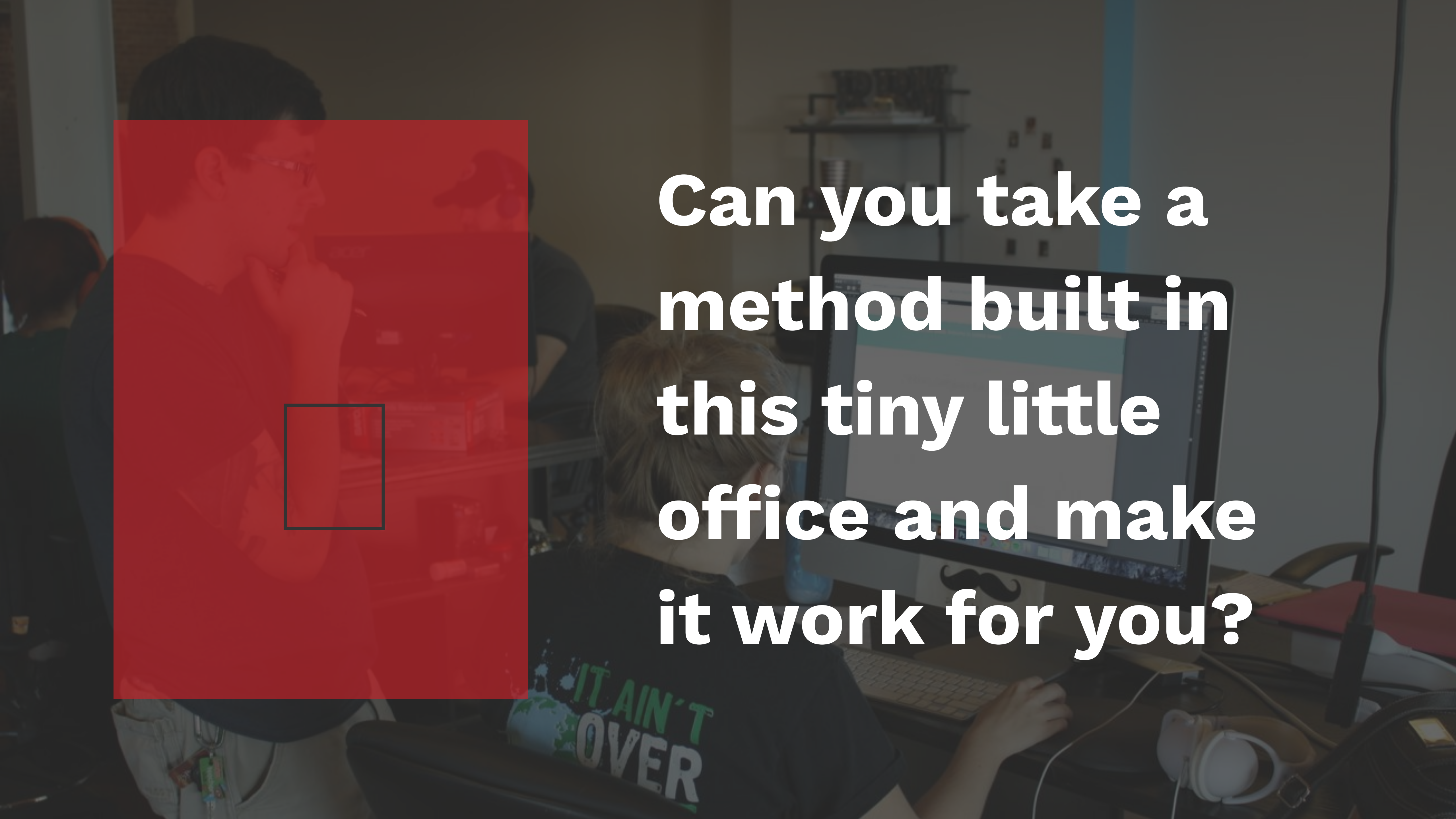
**Kicks off every
Friday at 3:30 for
wine and cake**



**Everyone gets at
least one WFH day**

THAT'S PERFORMANCE PEOPLE



A dimly lit office scene with a person in a red shirt pointing at a screen. The person is wearing glasses and has their hand to their chin. In the foreground, a person with blonde hair is sitting at a desk with a large monitor. The monitor displays a website with a blue header and a white body. The person at the desk is wearing a black t-shirt with the text "IT AIN'T OVER" in green and white. The background shows a shelf with various items and a blue vertical stripe on the wall.

**Can you take a
method built in
this tiny little
office and make
it work for you?**



WHERE WE STARTED

It can be tempting to
override things like
performance management

GOOGLE FORM THAT ASKED THESE QUESTIONS:

1

**What do
you feel
like you're
doing well?**

2

**What do you
feel like
you need to
work on?**

3

**If you could do
anything all
day every day
(work-related),
what would it be?**

GOOGLE FORM THAT ASKED THESE QUESTIONS:

4

**Are there any
tools you need
to do your
job better?**

5

**How can we
better support
you as a
manager?**

6

**What goals do you
have for yourself
to reach by your
next review?**



Address pride and
performance first



Focus on where
people are struggling



Ask about value
to the company




Ask how you can be
more valuable to them



Learn about
future ideals

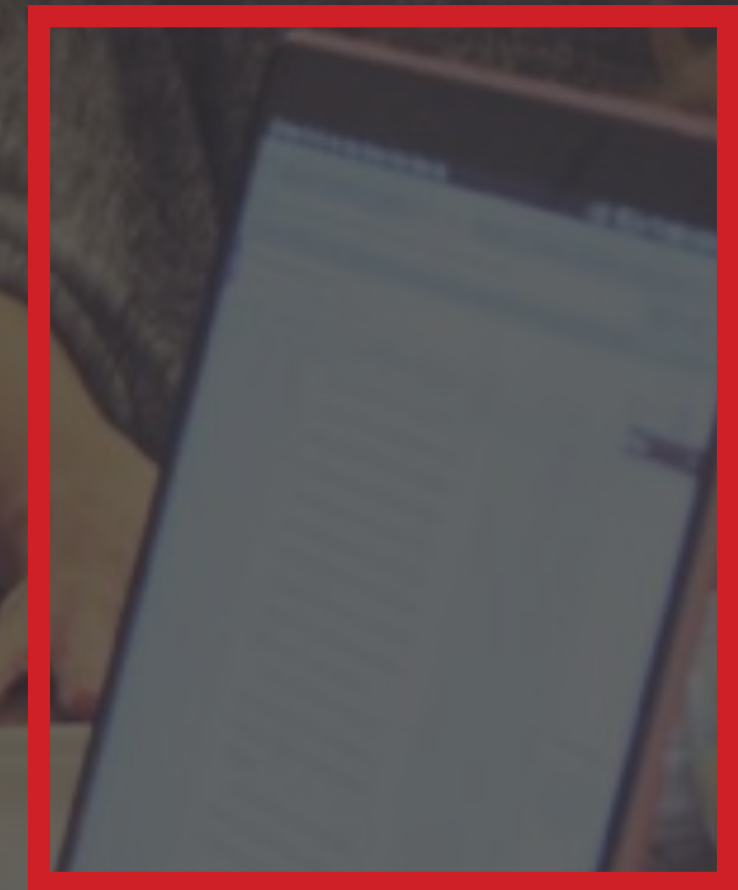


Ask about tools,
people will not tell
you unless you ask

A photograph of three women sitting on a light-colored sofa in a modern living room. The woman in the center, with blonde hair, is holding and looking at a book titled 'Employer Branding dummies' by Richard Mosley and Lars Schmidt. The woman on the left, with long dark hair, is looking towards the camera with a slight smile. The woman on the right, with long brown hair, is looking at the book. She is holding a white mug and wearing a smartwatch. The background shows a lamp, some plants, and a brick wall. A large red square with a white outline is in the top left corner.

**People have no issue telling
you what they are proud of.**

**STRUGGLES
ARE REAL**



OUR COMPANY IS BOOTSTRAPPED



CRITICISM TIME

**Succession
planning for
the smart
minded.**





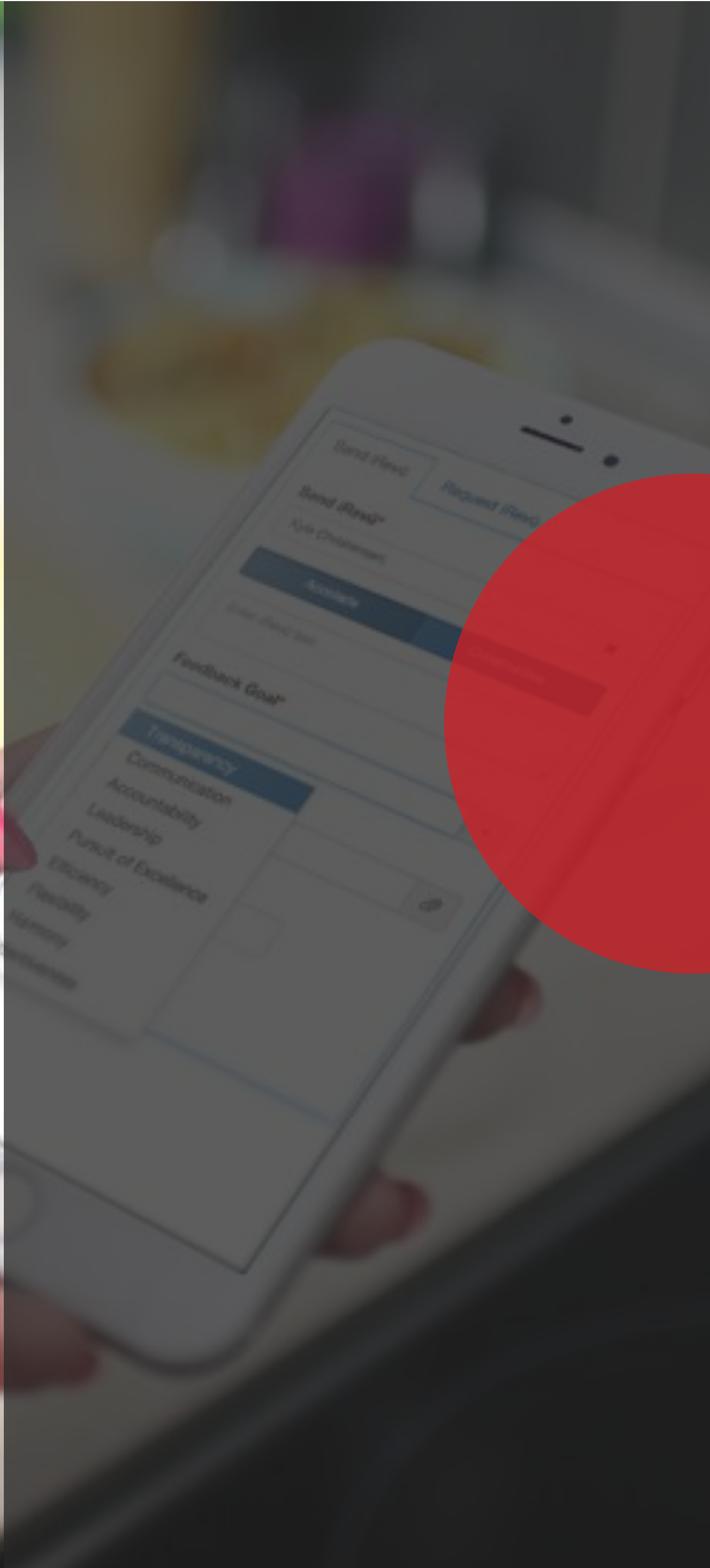
So we did and
DO conduct these
performance
reviews every 2
months and It WAS
a giant time suck.

ENTER IREVÜ



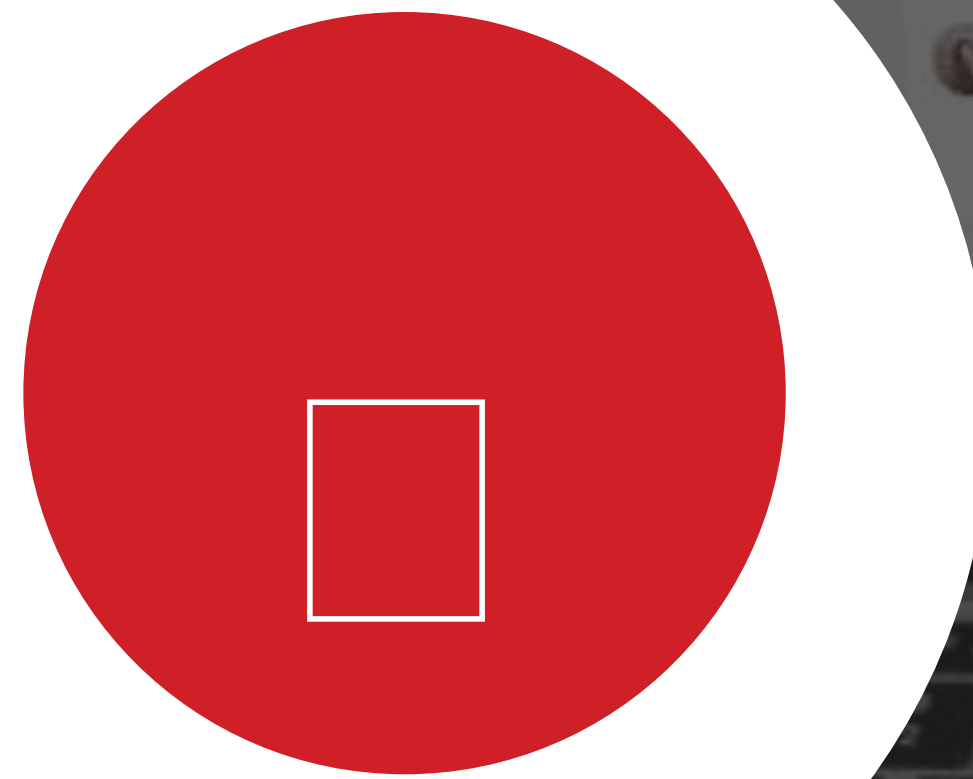
**“How is
that better
than email”**





**I CAN IDENTIFY
THE VALUES THAT
MATTER AT RBM.**

We've created a total feedback loop in that people can respond specifically to feedback.



Eatin' Meetin'





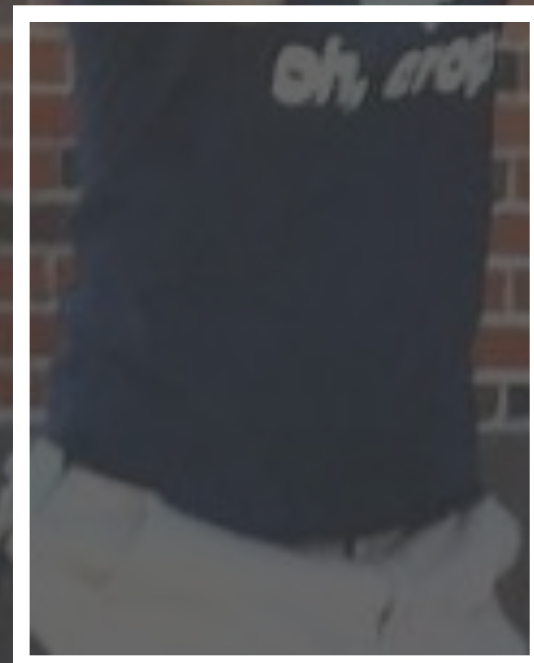
THIS IS OUR WEEKLY CHECK-IN



I know my team
needs that weekly
dose of pride from
their CEO, Manager,
whoever to keep
them going.



**We've also
implemented #6things.**





People are encouraged to round out their lists, ask questions and assist one another in a specific way before the day is done.



While this is less a review strategy than some of the other things we've talked about today, it's a super performance indicator.

Q&A

