



Cultivating A Successful Performance Process

| How one company balances profits and preservation with the power of ClearCompany

The Customer

It takes a wealth of natural resources to house and support a growing world population. Yet preserving these resources is necessary to support a healthy, vital environment. Can a company find a sustainable way to provide raw materials that manufacturers need, while maintaining responsible stewardship of forests? And how would a company develop its people to tackle this critical and increasingly difficult mission? Those were the challenges facing Port Blakely. Starting in the Northwestern US in 1852 as a forestry and lumber company, Port Blakely has since expanded to include sustainable forestry operations in the Southeastern US and New Zealand, and in international lumber shipping..



Sustainability and stewardship are very important to us. We want to make sure that not only are we a profitable organization, but we're doing it in a way that benefits everyone, and the environment.



Wun Saeteurn
Human Resources Manager,
Port Blakely

The Problem

As a growing organization with a long history, Port Blakely needed to make some changes to ensure the continuation of its decades-long mission of sustainable, environmentally safe forestry. Advancing employee skills, maintaining efficiency, aligning employee operations to company goals and long-term succession planning were just some of the challenges they needed to overcome. They needed a performance management software platform that would allow them to harness the power of roles, goals and competencies, and the hands-on consulting to develop processes that fit their organization. Only ClearCompany could provide both the software and the consultation, tailored to their specific needs.

"We had a good idea of what we wanted our process to look like, but we needed a consultant that would be able to tell us what the best practices are, what makes the most sense for our organization and just offering guidance. It was great to have that and the platform all in one."

The Solution

The expert consultants of ClearCompany's Professional Services team immediately began the work to analyze Port Blakely's existing performance management process, the company's goals and the type of work each employee was engaged in. Employing a hands-on, consultative approach, ClearCompany's Head of Professional Services, Brad Seaman, met with human resources, the executive team and numerous hiring managers. Over the course of nine months, ClearCompany was able to revamp Port Blakely's performance process, building a complete set of customized roles and competencies for all employees, aligned with corporate objectives. The new process would employ timely, focused performance reviews, and the whole thing was designed to run efficiently online

"Previously, we used one form for our entire company and we had maybe 38 different competencies that were supposed to apply to everybody, but that just didn't work. The process was too complicated, the competencies were not individually role-based. That's when we reached out to ClearCompany. They created a very easy process that allowed us to continue the work that we've been doing with competencies, and to align goals within our company."

The Results

Port Blakely's performance overhaul is already paying dividends. Even early in this new process, employees have expressed greater satisfaction and higher engagement. Each employee is creating at least one goal, and thanks to ClearCompany, each of those goals will tie directly into corporate objectives. Every employee will understand how they contribute to Port Blakely's success. This level of engagement was fueled by the proactive work to build commitment, and not just from executives, but from employees across the company.

"ClearCompany invested a lot of time meeting with our managers. That was very beneficial to getting internal buy-in to the platform. Those guys would come to me and say, 'Hey I'm really excited about this! I can't wait until we launch it!' And that was a really good feeling, knowing that our managers had a good interaction with our consultant and they're now really excited about helping us with the process. And that's huge."

And the alignment of competencies and goals, in addition to a renewed focus on professional development, sets up Port Blakely for a long and successful future. Port Blakely is not only reviewing performance metrics to meet current business objectives, but employing best practices by using that performance data to inform their recruiting practices, ensuring high-quality hires in the future.



I can see that [performance management] helps with recruiting a lot. For each role that we're looking at, there are some sample interview questions there - those have been very helpful. It holds us accountable when we're hiring, that these agreed upon competencies are the correct traits for the candidate.



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The ClearCompany Difference

ClearCompany's Professional Services team can provide a wide range of services including creating custom forms and documentation, onsite training, process improvement and even performing a full talent diagnostic, all at a reasonable cost. Interested in hiring a full-service team of talent management experts to take your processes to the next level? Speak with your Customer Success Manager to learn how Professional Services can develop a custom solution to meet your needs.

"It wasn't a short process but both [Professional Services consultants] Brad and Tonya were very patient and they were invested in our success. It was a great experience."

The ClearCompany Response

"At ClearCompany, we understand that long-term success sometimes requires more than a software upgrade. We're proud to offer the best Talent Management platform in the industry, and to provide a level of personal service and support that empowers every customer to get the most out of that platform, and their talent management process."



Christine Rose

Vice President of Customer Success,
ClearCompany

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