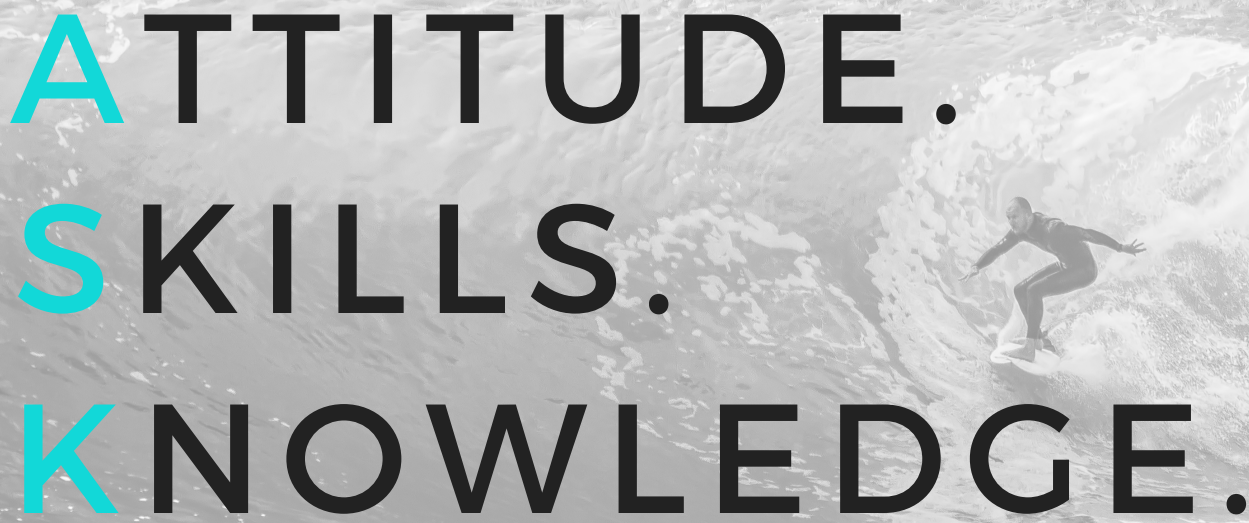


# THE A.S.K. PRINCIPLE

A grayscale photograph of a person surfing on a wave, positioned in the background behind the main title text.

## ATTITUDE. SKILLS. KNOWLEDGE.

Create more effective performance reviews by following these 3 steps:

- 1 Ask employees to describe the Attitude, Skills and Knowledge needed for anyone to feel satisfied and be successful in their specific role.
- 2 Where are they right now in each of the A.S.K. areas?
- 3 What do they need in each of those areas to make their role even more satisfying?