

Case Example | Rigorous Individual Performance Management

Humatica significantly improved individual and team performance by implementing rigorous individual performance management as a managed service for a mid-size European ad agency.

BACKGROUND & CONTEXT

- Leading European ad agency group
- Team turbulence & dissatisfaction – high employee turnover
- Un-clarity of individual performance criteria & process
- Difficulty in setting and justifying performance-based end-of-year bonus
- Perceived unfairness of review process

MEASURES

- Implemented rigorous, individual performance feedback and goal setting process as a managed service
- Refined human process put in place to objectively judge the performance of each employee in a transparent way
- Humatica facilitation of critical process steps to insure objectivity process quality
- Web-based tool implemented to facilitate entire process

RESULTS

- Clear identification of low performers and development areas – Gaussian distribution
- Significant increase in employee satisfaction and decrease in departures of good performers – also lower turnover than peer organizations in Europe
- Low risk departure of low performers
- Reduced workload for senior leaders

HUMATICA APPROACH

- Interviews to define unique positions and competencies to be assessed
- Modular customization of review forms and competency framework
- Modular process design, together with the client
- Parameterization of web-based tool to support process and competencies chosen by the client
- Hands-on tool and process training for all managers and employees
- On-going managed service support for the performance review process

