

Leading Indicator
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Performance reviews are receiving much criticism these days. “Many managers see performance appraisals as nothing more than an empty, bureaucratic exercise forced on them by HR,” writes [Forbes author Lisa Quast](#). Yet, we know many employees seek ongoing feedback on their work, and leaders who find ways to [show employees their efforts are valued](#) are more likely to [retain top performers](#).

Evidently, performance reviews themselves are not the issue – it’s the way companies have traditionally handled the review process that is flawed. How can you change your approach to ensure it is more effective in measuring performance results, while having a positive impact on company culture?

The answer may not simply lie in a strategic shift, but in a technology overhaul. Fortunately, with the performance-management web apps available today, this fix does not require you to drain your resources.



1. Tracking Goals

Performance reviews should begin with a well-structured organizational system for a company's HR processes. Like any meeting, preparation is key in ensuring each review is effective, benefiting both the employer and the person whose performance is being examined. For managers who are not involved in assessing the daily or weekly progress of a team, an annual review can require substantial preparation.

Wouldn't it be easier to monitor employee goals, accomplishments and challenges in real-time? [Weekdone](#) is an app developed to do just that. The technology provides weekly employee progress reports for managers, increasing engagement and communication while ensuring a more productive team.

2. Encouraging Collaboration

A study by the Society for Human Resources Management found 90 per cent of HR professionals believe a mixture of feedback from both an employee's manager as well as his or her co-workers depicts a more accurate drawing of employee performance.

With HR technology such as [Featherlight](#), managers and employees are able to collaborate during the performance-review process. The Featherlight app allows employers to manage real-time performance, schedule effective one-on-one meetings, while offering ongoing learning to employees. It is designed to improve workplace communication through proactive management.

3. Improving Communications

It is important for employers to promote transparent communication in the review process. This means ensuring expectations are clearly defined, and visible for ongoing reference. This is also beneficial in helping employees understand how their individual performance goals fit in with the overall goals of the organization. [Trackstar](#) helps enable transparent communication between managers and employees through email reminders about goals and reviews.



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Of course, it's relatively easy to be transparent when providing positive feedback to employees, but many managers struggle with how to present negative feedback. Rather than pushing employees away by highlighting poor performance levels, it's important for managers to offer critical feedback in a constructive manner. [PerformYard](#) can help with this. The app tracks progress based on real-time updates, and gives employees and managers the means to engage in valuable coaching discussions. It focuses on aligning goals to reviews to identify clear indicators of success.

4. Providing Real-Time Feedback

Managers should think of the performance review as a *process*, not an event. This means touching base with employees, making personal connections, recognizing success and determining where improvements are needed on a regular basis throughout the year. Research shows employees are more likely to reach their highest potential when they receive timely feedback.

[ReviewSnap](#) is a web-based performance management tool that allows you to deliver insights on employee performance in real-time. This real-time feedback helps employees feel their contributions are valued, which leads to increased motivation and engagement amongst staff.

