

HR Experts Share:

The Business Benefits of Continuous Performance Management®

According to an [annual survey conducted by Betterworks](#), an effective and well-designed performance management process is survival-critical for the modern enterprise. Organizations are looking to improve overall workforce performance, boost employee engagement, identify and retain top talent and continuously develop the skills of the entire workforce. A continuous performance process, implemented properly and [supported by robust technology](#) can help modern enterprises meet these requirements.



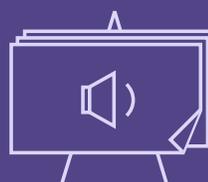
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Chief Human Resources Officer at Betterworks



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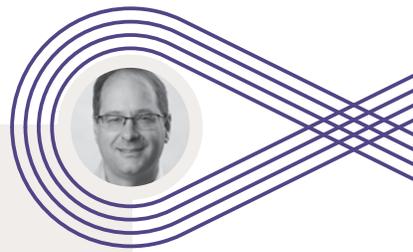
Senior Director of Professional Services at BetterWorks



In this guide we'll share some of the latest tactics, trends and analyses from leading HR experts. The following insights are from [a webinar featuring Diane Strohfus, Betterworks' Chief Human Resources Officer, and Rob Budzinski](#), who leads the Betterworks Professional Services team. These will help HR practitioners understand the impact and value that implementing a continuous performance process can have on your organization.

1 Frequent and Ongoing Feedback is Key for Identifying, Developing and Retaining Top Talent

Business Benefit #



"My department is growing very rapidly. I spend the first hour of every day looking through resumes, and roughly 80% of the applications I review are from people who have been in their jobs less than two years. The more I talk to candidates, the more I hear that they're not leaving for money. They're leaving because they want to feel passionate about their work, be actively engaged with their leaders and understand what they should focus on and how that contributes to the company's overall success. And they're not getting those things from their current employers."



"The entire cycle of Continuous Performance Management is ideal for motivating and inspiring employees, and keeping everyone aligned around the priorities that matter most. The end result is a happier workforce that you can successfully retain. When employees have frequent conversations with their managers, they understand what's expected of them. They get feedback quickly, so they can course-correct quickly. And because of that, employees are happier and experience less stress and anxiety because they know where they stand at all times. As a result they really do want to stay, because they feel invested in."



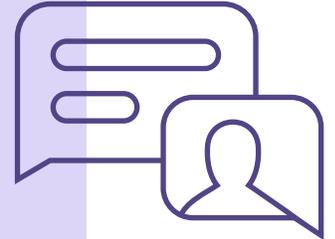
"Retention is a big problem for a lot of companies, but especially in the San Francisco Bay Area. We have a customer in the Bay Area that implemented their own Continuous Performance Management program and within nine months, their employee retention increased nearly 40%. They achieved this amazing improvement simply by focusing on rolling out lightweight, continuous performance processes."



Increased Transparency Across the Organization, Ensuring Everyone is Aligned and Working on The Right Things

Business Benefit #

“Employees want to work on something purposeful, meaningful, exciting, and something that's also going to develop their career. When you create a Continuous Performance Management process that starts with goals that are aligned to the top company priorities and you factor that into everyone's goals across the organization, that makes a huge difference. Now people know they are working on something that's bigger than themselves and they're excited about it.”



“I talk to customers all the time, and I repeatedly hear ‘We have great people. They work very hard, but as an organization we don't seem to get much further ahead quarter-over-quarter or year-over-year. We don't know why.’ What it comes down to is their people are only working on their own goals, and not aligning their efforts toward a higher priority. It's not clear to them if what they're doing aligns to the top company goals that everyone should be working towards. Continuous Performance Management programs facilitate this on-going alignment and provide the visibility to ensure that everyone is working towards the same overall goals.”



“We talk a lot about the critical role of people managers, but a continuous process grants a level of transparency that gives a lot of agency to employees as well. They know when these development conversations are happening. They can see their progress towards career skills that they're trying to build. They can prepare for those conversations with their managers. They're not just waiting passively for them to happen, and as a result your employees feel much more in control of their own career path.”



Frequent Conversations Around Performance Create Agile Enterprises



"There was a time when a fail-fast culture was reserved for startups. But in reality, every company needs to have some variation of a fail-fast mindset. We all want to make decisions, act on them, evaluate, and course-correct quickly if needed or accelerate when things are working. Continuous Performance Management fits perfectly into that model."

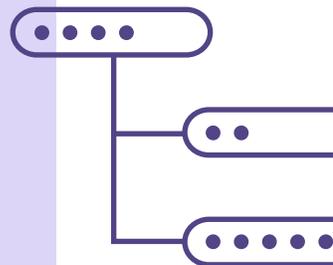


"One of our global customers is going through a tremendous amount of growth. They have people located around the world and the company is almost doubling in size every year. When they came to us, they were concerned that they would lose their agility as a result of their growth. They didn't want to see their organizations fall into silos, and they wanted an easy way to provide feedback and keep people aligned on top priorities. Over the course of nine weeks, they built out their goals, conversations, and feedback program in our solution. They've been live for about seven months now, and the results are spectacular. All the employees know what they need to be working on. They talk openly and freely about their objectives, key results, the progress that they're making, and what's working and what's not. They're also getting the support and development that they need from their managers. All of this is helping to create the innovative culture that's necessary to be successful in their industry."



"The work environment just doesn't operate the way that it used to. Teams are no longer one organization or one group of people reporting to one manager. Cross-functional teams spin up and spin down all the time. As a result, direct reporting managers have far less visibility into the day-to-day operations than they once did. You can't have an annual review process in an agile environment. If you waited until the end of the fiscal year to change course, it's too late.

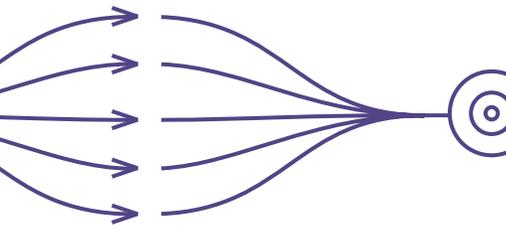
Enterprise agility requires a continuous dialogue to ensure on-going alignment as priorities may shift. When you have a system that enables you to track employees' activities and gather multi-directional feedback, then the manager has visibility into what's happening in their organization, what's happening on their team, and how people are performing. The lightweight, frequent conversations that are part of a continuous performance program support this course correction throughout the year. You can change goals or strategies, or even accelerate skills development to hit changing priorities."



Business
Benefit #

Frequent Conversations Foster Employee Engagement, Build Relationships, and Improve Managerial Capability

"Employees just want to have a conversation with their managers. It doesn't matter if the manager is nervous. Employees are very forgiving of that because the fact that their managers are still having these conversations shows that their manager cares about them. Those conversations build rapport and relationship and trust. There's a lot of goodness that comes out of that practice and it all results in employee engagement."



"I think the most critical part here is creating accountability; making sure employees know what they're going to be working on, how that ties into the top company objectives, and making sure that they understand what it takes to be rewarded. So, it's that conversation, that feedback, that's just critical to get high engagement."



"You don't go to the gym and build muscle overnight. It takes months, if not years, to build muscle and strength. Managerial capability is much like that. You have to work at it. Frequent conversations give managers practice, and discussion prompts embedded into the application allow even a less experienced manager to navigate those conversations well."



"Think about New Year's resolutions. Just how committed are you to them by May 15th? Engagement is similar. It has to be continuously monitored and nurtured. You can't just give a vitamin shot of it at the top of the year and hope that it lasts all the way through. That's why these continuous conversations about project alignment and employee development are super critical."



A Continuous Performance Process Ensures Skills are Constantly Developed and Improved

Business Benefit #



"If we don't shift our thinking around continually developing our talent, we will lose people. Tenure is becoming shorter and shorter. People don't feel invested in and they're not feeling developed. It's critical that companies emphasize skill building and development, and really hearing what the employees have to say throughout the course of the year."



"Traditionally, managers only had development conversations with their direct reports right after performance review time. If an employee was fortunate, they met maybe quarterly to see how they were progressing, but in reality, most employees and managers didn't talk through what they need to be working on and what progress was occurring. A continuous process shines a light on what an employee needs to look at from their own side. And the employee and manager work together to make sure that the employee's achieving those different things."



"Continuous Performance Management can be about goal setting and yet, at the same time, when you observe the person in their role with their skills, abilities, or in some cases lack thereof, you have real-time information with which to give feedback and course correct skills and behaviors as well as the project. It all happens together and simultaneously, where once upon a time, we developed people separately from the performance review process because it was annual, and it wasn't frequent enough."



"A global customer is rolling out Betterworks primarily for development, starting with their US base. Their employees are creating development goals with their manager, and they're using our conversation piece to have that regular development check-in on a monthly basis. Employees and managers are talking through the skills they need to do their current job better, but also to achieve their long-term career goals. It's been exceptionally successful."

Transform Your Performance Management Program With Betterworks



“Technological advances alone are driving new and different roles that don't even exist today. People are also staying in the workforce longer, and they want to stay relevant. We have a variety of generations in the workforce, but they all want the same thing: to constantly improve and accelerate their skillsets. Those companies that deploy Continuous Performance Management processes, which naturally support continuous development processes, will be more successful because their employees will stay with them longer and have the skills they need to meet future needs.”

Today's business challenges demand a new approach to aligning, managing and motivating every organization's greatest asset: its people. A Continuous Performance Management process, supported by robust technology that can be tailored to support your business' unique requirements, offers a solution to these survival-critical challenges.

According to Deloitte, organizations with effective performance management systems perform 92x better financially than those with ineffective, often annual, reviews.

Betterworks is the complete software and service solution for forward-thinking organizations wanting to motivate their modern workforce to deliver needed business results. Our solution supports truly global workforces, and is used daily by workers from 119 countries in more than 20 languages.

Flexible enough to support every organization's unique program comprising goals, conversations, multi-source feedback and workforce insights, Betterworks helps organizations align work to goals, develop their employees, and accelerate business growth.

