

Think The People Stuff is Soft?



Hope The Competition Doesn't Prove You Wrong.

Did You Know ...

The difference between competing in the Olympics and staying home is a fraction of a second?

.300 hitters in baseball get paid millions of dollars more than .200 hitters?

The value of intangible assets (human capital) in a company has grown from:

1982: 38%
1992: 62%
2002: 80%

Small Changes Create Big Results

In too many organizations, employees are disengaged, overwhelmed, and burned out*
The research identifies 3 primary causes for this:

- "I don't know what's expected of me"
- "My supervisor/manager doesn't provide adequate, quality feedback"
- I don't see how my job matters and connects to the big picture"

How would you respond in this environment over time?

*Gallup organization poll of 3 million employees and managers on engaged v. disengaged employees, 2008.

The Annual Ritual: Disconnecting The Head From The Body

It's that time of year again:

- Gather troops to map out plan for the coming year.
- Check task off to-do list.
- Store plan on shelf and dust binder monthly.
- Repeat the process next year.

Strategic planning is usually done by leaders with little involvement from employees. Which is fine, except... When leaders announce the 2-sentence version of the plan, put down their magic wand, disappear into meeting black holes, and expect people to spring to action and the plan to be "done."

How do you connect the dots in your business? Will your process for planning help you win against fiercer competition? Does it:

- Allow every person to understand the strategic priorities for the year?
- Link all decisions and changes in priorities to it?
- Generate ongoing, energizing discussions about progress throughout the business?
- Ensure individual and department goals are a direct reflection of the strategic plan, and business operations change each year to support it?

And speaking of annual rituals...

Remember that party to celebrate your accomplishments in the previous year's strategic plan? Now that the balloons have lost their helium and the cake is gone...

It's time for that empty "performance appraisal" from a boss you haven't seen all year.

Have you suffered enough?

People don't want appraisals; they want clear expectations and meaningful, timely feedback.

Get With The 21st Century!

Too many executives think performance management is appraisal, and is an HR responsibility (most HR people disagree). Performance management is how you accomplish your strategic priorities each year through prioritization, goals, and accountability. It's about improving execution, not measuring whether a person holds a skill or competency, or deserves a raise.

- 52% of workers want their supervisors to state performance goals more clearly.
- Nearly 40% want performance more directly tied to their development plans and their compensation.
- 42% of workers are at least moderately dissatisfied with their employer's system of performance evaluation.

Managing performance is a leadership and management responsibility, all the way to the level of first-line supervisors.

True Performance Management is why a little management consulting firm out in California created a big solution to help solve this problem.

Ready For Better Performance Now? Introducing.....

KEYNE*Link*TM

A web-based, integrated performance management system that will:

- Give you at-a-glance dashboard views of everyone's goals and progress
- Align individual goals with your strategic plan and corporate initiatives
- Dramatically increase accountability and ownership
- Create an ongoing communication and feedback loop between managers and employees
- Improve your businesses' performance for a surprisingly low investment, with no software to maintain

Learn More About Our Solution

If you want a better process to pick good people, put them in roles where they can succeed, and watch them thrive, we can help.

Contact Jackson & Schmidt for an online discovery meeting about our process for improving your accountability and performance management.

Call us. We are happy to talk with you for 30 minutes or so about your situation, with no risk or obligation. We aren't trained killer salespeople. We won't bug you afterwards unless you ask us to.

Email us at Contact@jacksonandschmidt.com, to ask a question, ask for useful information. We're pretty generous and responsive. If you are slower moving and want to read more first, be sure to check out our "[Free Resources](#)" for free tools, articles, and blog.

We look forward to having you **call us now.**
(For a perspective that WILL make you think about things you haven't considered)

Just do it.

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