

# Integrating business objectives, ongoing performance feedback, organisational behaviours and learning initiatives to drive business impact

## Business Needs

The client, a medicinal product manufacturer recognized the need to improve its performance management to drive business outcomes and foster desired behaviors among its workforce. Their process lacked clear alignment with business goals and did not adequately address skill development.

## Results

Client has a holistic view of employee performance, considering both business impact and behavioral aspects.

Managers are able to provide targeted feedback, coaching and learning to align employee performance with organizational goals.

The inclusion of behavioral competencies fostered a positive work culture and strengthened employee engagement.

## Approach



**Implemented a performance feedback system that directly correlated individual and team performance with the overall business impact**

This alignment ensured that performance metrics and evaluations are closely tied to strategic goals, enabling effective measurement and improvement.



**Conducted a comprehensive 360° behavioral assessment**

Gathered feedback from multiple sources (supervisors, peers, and subordinates) to provide a well-rounded evaluation of an individual's behaviors, competencies, and skills. This assessment helped identify strengths, development areas, and opportunities for growth to enhance overall performance and effectiveness



**Fostered engagement between employees and managers with regards to talent management**

Created channels and facilitated open communication to encourage dialogue, feedback, and collaboration between employees and managers. This engagement aligned employee aspirations, development goals, and career paths with the strategic objectives of the organisation, fostering a mutually beneficial talent management process.