

# Managing Performance

## What is Managing Performance?

More and more, organizations are recognizing the value of using logic and research evidence to make decisions and solve problems. This has led to the emerging Evidence Based Management movement.

The Managing Performance program is a 2-day comprehensive skill-building workshop for managers of any level intended for people in management who want to install Evidence-Based procedures that research has shown will improve and maintain human performance. It incorporates all of the principles and procedures that have been proven effective in producing measurable performance improvement.

Each manager will receive an individual Performance Systems Profile. The report supplies specific written and numerical feedback and makes recommendations about performance in each assessment category.

## Improve Managerial Effectiveness!

Improving and maintaining high productivity has always been a major concern to organizations. More than ever before, organizations are recognizing that their human resources are a major factor in realizing quality and productivity objectives

## Why This Workshop is Important to You?

- **DEVELOPS** customer-driven performance standards and measures
- **SETS** goals and recognizes achievements
- **BUILDS** teams through effective coaching and meetings
- **ANALYZES** performance problems
- **IMPLEMENTS** strategic plans



## SUCCESS STORIES

### ◆ FURNITURE MANUFACTURER

The Managing Performance concepts were applied to a contract and institutional furniture manufacturing company. The concepts were used to increase the efficiency across all departments in the plant including fiberglass, upholstery, punch press, welding, plating, sales, and administrative. Tremendous results were achieved, overall a savings of 1400 man-hours per week were achieved for the plant of 200 people. This translated to a saving of over \$28,000 per week.

### ◆ ACCOUNTS RECEIVABLE AGENCY

One of the largest accounts receivable and collection services organization has used Managing Performance to produce dramatic increases throughout the organization. The sales department used concepts to increase the number and quality of phone calls and letters for sales contacting. The point average increased 45% in the first year and over 60% in the second year. These increases correlated directly with a subsequent increase in sales of 35% or nearly \$10,000 per month per salesperson. In the collections division, the concepts were used to increase debtor, client and attorney contacts. The contact points have increased 67%, which produced a 27% increase in collections per person. This is a savings of \$6,000 per month per person.

## Benefits

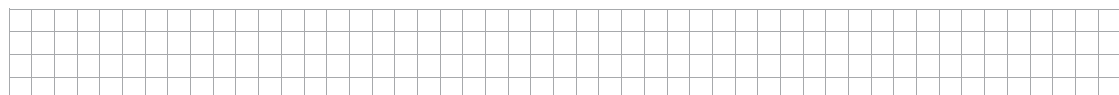
Managing Performance has produced measurable results in industries that include manufacturing, banking/financial, telemarketing, retail, health care, clerical, and hotel.

Your organization can expect:

- **IMPROVED** work quality.
- **INCREASED** employee job satisfaction.
- **MEASURABLE** productivity improvement.
- **INCREASED** sales and returns on investment.
- **LONG TERM** performance improvement.
- **IMPROVED** customer satisfaction and retention.
- **MEASURABLE** changes in management skills.
- **ACCOMPLISHMENT** of organizational objectives.

## Special Features...

- Performance Measurement
- Communication Skills
- Performance Feedback
- Goal Setting
- Positive Reinforcement
- Performance Analysis & Coaching
- Performance system implementation and consulting



*“We are much more effective now that we are committed to performance measurement and focusing on customers. We intend to stay on top of market shifts and keep adjusting our culture to provide premier values to customers.”*

**Robert Powell** • President, Omaha Paper Company

## Course Content

What You Will Experience:

### Foundations:

- Target key areas of responsibility.
- Establish performance standards.
- Promote employee involvement.
- Communicate performance requirements.
- Procedures for tracking and measuring performance.
- Techniques of providing on-going performance feedback.

### Goal Setting & Action Planning:

- Specific techniques for setting goals and gaining employee commitment to achieve and exceed standards of performance.
- Action plan for those goals.
- Track and discuss goal progress.

### Positive Reinforcement:

- Positive support and reinforcement for key performance areas.
- Strategies to supply recognition.
- Procedures to improve employee self-esteem and job satisfaction.

### Performance Coaching:

- Constructively and supportively deal with performance deficiencies.
- Coach employees to achieve maximum level of performance.
- Effective methods to keep performance discussion productive.

## Implementation and Delivery Options

- Performance system implementation and consulting
- Management training.
- Assessment tool and materials

## ABOUT THE AUTHOR



### Martin Wikoff, Ph.D.

Author • Breakthrough Account Analysis • Performance Leadership • Managing Performance  
Managing First Class Service • PRIDE

Dr. Martin Wikoff is a research psychologist, educator and recognized authority on organizational development, productivity improvement, and behavioral technology. His scientifically verified productivity and quality improvement technologies have been deployed extensively around the world for nearly 30 years.

As a former Executive Vice President of **Persona** GLOBAL®, Dr. Wikoff is responsible for authoring four extremely popular **Persona** GLOBAL® training and consulting programs: Performance Leadership, Managing Performance, Managing First Class Service, and PRIDE (Purpose, Recognition, Influence, Development, and Energy) – all of which focus on the optimization of human behaviors in an organizational environment.

Dr. Wikoff is in demand across the globe, delivering consulting services to numerous multinational corporations and government agencies, including engagements in Singapore, Malaysia, Korea, England, France, and the United States. Dr. Wikoff is a frequent presenter to high-level management and executive groups, and has numerous publications on applied behavior management principles and their relationship to productivity enhancement to his name.

### Dr. Wikoff's publications include:

- Performance and Instruction Journal, September 1995. Article of the Year: International Society for Performance & Instruction. The Quality Movement Meets Performance Technology.
- Performance Leadership and Performance Leadership Profile. (1987, 2005). **Persona** GLOBAL®, Inc.
- PRIDE (1991) and Team Development Profile (1993). **Persona** GLOBAL®, Inc.
- Behavior management in a factory setting: Increasing work efficiency. Wikoff, M., Anderson, D. C., & Crowell, C. R. (1982). Journal of Organizational Behavior Management, 4, 97-127
- An applied behavior analysis approach to increasing productivity in a factory setting: Effects of feedback and praise on employee performance. Unpublished doctoral dissertation, University of Notre Dame, 1981.



For more information about **Persona** GLOBAL® metrics and methodologies, please contact [info@personaglobal.com](mailto:info@personaglobal.com) or visit [www.personaglobal.com](http://www.personaglobal.com)



## ABOUT **Persona** GLOBAL®

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