

Performance management and organizational goals

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PERFORMANCE MANAGEMENT AND ORGANIZATIONAL GOALS d

PERFORMANCE MANAGEMENT AND ORGANIZATIONAL GOALS Introduction

An organization's goals and strategic objectives reflect the purpose of its establishment. It is, thus, imperative that the employees of the organization sync their efforts with the fulfillment of these objectives. The aim of this paper is to highlight the relationship between performance management and organizational goals. It will also highlight the challenging performance factors that need to be aligned in order to fulfill the organizational goals.

Relationship between performance management and organizational goals

Performance dimensions in an organization can vary on many levels like individual, managerial, departmental or organizational. It is important to understand that efforts imparted at every level of the organization need to be in accordance with the goals and values of the organization. Clarity in communicating organizational goals makes it possible for the employees to understand what is expected of them ultimately making their efforts more focused and directed. However, organizations need to support the employees in developing skills and expertise through training activities, setting SMART goals, creating a strong organizational culture, giving them ownership of their work and providing them with adequate tools and equipment to perform well. Thus the relationship between performance management and fulfillment of organizational goals is a direct one which implicates that higher performance management activities are bound to fulfill more organizational goals.

Drivers of alignment

There are several drivers to hone employee performance for example

technology, strategy, industrial relations, organizational restructuring, change and risk management, management implications etc. for my organization that consists of an apparel manufacturing business, technology ranks the highest amongst these drivers. This is because like every manufacturing business, the end result that is desired is that of production efficiency. By employing the latest technology and imparting adequate training regarding its use, employees are bound to perform better at work. Workplace satisfaction may also be affected subsequently as the employees feel they are being provided with valuable training that helps them develop their skill set (Gray, 2011).

As far as the organizational goals are concerned, it is important to align each sub-goal with the overall strategy. For example, the apparel manufacturing facility selected for this case aims at becoming a recognized name in the local market for the production of baby clothes. For this purpose, the marketing activities need to be directed towards projecting the brand as such, the production department should focus on increasing efficiency and quality compliance etc. every aspect of the organization needs to be in sync with what the organization stands for (WENDT, 2013).

Conclusion

There is no denying the fact that there is a strong linkage between organizational performance and organizational goals. The key to success lies in understanding how each aspect of the organization can affect the fulfillment of goals and impart adequate training and communication to provide them with the direction to fulfill their performance criteria. Every business has a different set of goals and visions that are affected by different

factors thus, every organization needs to put in efforts to identify their unique set of complementary objectives and performance goals. Prioritizing and aligning goals with performance dimensions allow a more systematic approach towards organizational success.

REFERENCES:

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