

Coca-cola company holds its headquarters in georgia

[Business](#)



The fact that coca-cola company holds its headquarters in Georgia within the United s, the manager needs to be fully equipped with skills on performance appraisal.

Performance appraisal needs to be carried out by the managers in various sectors within the company. The process comprises activities in which the leaders examine and do a careful evaluation of an employee's behavior and compares it with the already set standards. The results get recorded and later feedback is given to the employee (Harvard Business School, 2009).

Usually, the manager should involve employees in the appraisal process, so that together, they work out to eradicate cases of biases and see gaps that need improvement in how and why. When done in such a collaborative manner, the management may be put in a better position to understand much about the performance of the organization, evaluate employee-efforts and identify any areas of weakness that require improvement. It is recommended to conduct a performance appraisal because it can as well enable the management to identify the diverse needs of employees.

An example, it helps identify:

- Ø Those who need training what type of training and by whom exactly.
- Ø Those employees that need promotion
- Ø Those to either be demoted or fired

Among the key benefits of performance, appraisals are:

- Helps in improving a company's productivity
- Setting new and standard goals to perform the job
- Help assesses employee's performance against the set goals.

- Finally, classify serious personnel from joyriders, where they get the promotion, fired or demoted from work.