

Measuring employee performance

[Business](#), [Human Resources](#)



MEASURING EMPLOYEE PERFORMANCE The job focused on is Corporate Brands Manager. This means the candi is expected to be the corporate representation of the company to the outside world. To know that the role of this manager has been done effectively, measuring performance based on metric goals set specifically for the position will be necessary (Cravens, Goad & Stewart, 2010). Five such metric goals are suggested to include (1) identifying less utilized target segments of the company (2) developing a 2-year strategic plan on how the identified target segment can be brought close-up with the company (3) form an inter-departmental team that does the corporate imaging task of the company together (4) be part of an revenue generation force that increases company revenue by 7.5% in the next 2 years, (5) train employees who will take over the role of corporate branding after the employee has left.

From the above goals, it can be said that each of them is achievable and relevant to the overall success of the company. For example, the need to identify new target segments means that the manager will be seeking to enlarge the company's market size since he will not be utilizing what already exists. The second goal will ensure that the goal is both timely and specific. This is because with the strategic plan, the management will know exactly what is expected to be done in order to achieve growth (Aguinis, 2013). The third goal will be a way of promoting efficiency because if the task of corporate branding is limited to the Brands Manager alone, it will be difficult to get the kind of mileage expected. What is more, the fourth goal comes with specificity and time-bound as it tells the exact overall performance outcome expected in quantitative terms. The last goal seeks to promote

continuity, which is a major component of effective performance attainment (Cravens, Goad & Stewart, 2010).

REFERENCES

Aguinis, H. (2013). Performance management (3rd ed.). Upper Saddle River, NJ: Prentice Hall.

Cravens, K., Goad O. E. & Stewart, J. (2010). Can a positive approach to performance evaluation help accomplish your goals? *Business Horizons*, 53(3), 269-279.