

# Integrated Performance Management

Employees marching in circles to the beat of different drummers?

*Today, only half of employees understand how their actions relate to company goals. Over 40% feel their compensation is not adequately tied to job performance, and over 75% say their company does not reward them or motivate them to achieve goals. Most employees do not even have a clear understanding of what's expected of them or how the company is evaluating them.*

## You can change that.

Introducing KEYNE *Link*<sup>TM</sup>, a revolutionary performance management system that integrates your organization's vision and values with the daily activities of your people.

KEYNE *Link*<sup>TM</sup> is part process, part software, and part roadmap. It motivates your organization, teams and employees to work together to reach goals and to head off problems before they become big.

## Introducing KEYNE *Link*<sup>TM</sup>

KEYNE *Link*<sup>TM</sup> is *not* an automated performance appraisal masquerading as a performance management system. There are plenty of those out there on the market, and we don't pretend to compete with them. KEYNE *Link*<sup>TM</sup> is a *true* performance management system that focuses on ongoing communication and feedback, the two characteristics that have proven time and time again to be the keys to successful performance management.



# A true performance *management system*

The problem with performance appraisals is that they're a once-a-year (if at all), dreaded event. Managers don't like giving them, and employees don't like receiving them. And those automated performance appraisal systems out there on the market do little to alleviate the dread of the face-to-face meeting.

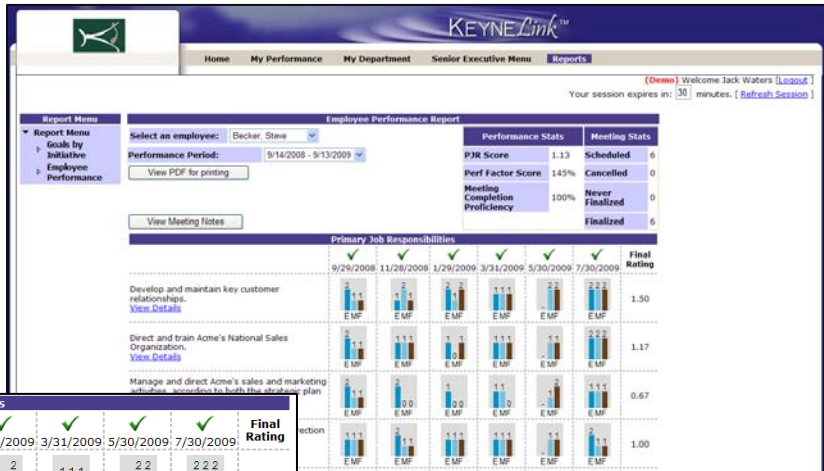
Instead of waiting until the end of the year to tell employees if the road they took was an acceptable one, KEYNE*Link*<sup>TM</sup> helps managers lead and guide employees down the road *as they travel*, rendering the traditional end-of-year performance appraisal obsolete. Ongoing communication is at the core of our system, and when communication takes place regularly (as it should!), there's no need for a formal appraisal at the end of the year. Instead, loose ends are tied up and rewards are distributed.

## *Incorporating best practice standards*

KEYNE*Link*<sup>TM</sup> incorporates industry best practice standards into its performance management system. From goal alignment to expectation setting and performance measurement – including a 360-degree feedback survey, KEYNE*Link*<sup>TM</sup> delivers the highest quality processes possible.

- Assessments* KEYNE*View 360*<sup>TM</sup>, our 360-degree feedback survey, is based upon years of research and refinement and is available online to give organizations and employees valuable data for goal-setting. It takes only minutes to set up, and the data integrates seamlessly into KEYNE*Link*<sup>TM</sup>.
- Responsibilities Clarification* All employees have the right to know what's expected of them, and KEYNE*Link*<sup>TM</sup> helps in this process with its primary job responsibility clarification wizard. This wizard guides employees and managers through the thoughtful process of defining expectations, and it even allows for mid-course changes as circumstances warrant.
- Goal Setting* KEYNE*Link*<sup>TM</sup> automates the creation, assignment, and ongoing monitoring of employee and team goals. This automated process results in improved communications around expectations and goals, increased employee engagement, and increased visibility and accountability throughout the organization.
- BiMonthly Progress Meetings* Integral to the success of any employee performance management initiative is ongoing communication between managers and their employees. KEYNE*Link*<sup>TM</sup> helps coordinate, prepare for, track, and document these discussions so that both employees and managers stay on track and can make mid-course corrections as necessary.

With one glance, executives can tell how well their managers are leading and guiding their employees.



Primary Job Responsibilities	Final Rating					
	9/29/2008	11/28/2008	1/29/2009	3/31/2009	5/30/2009	7/30/2009
Develop and maintain key customer relationships. <a href="#">View Details</a>	1.1	1.1	2.2	1.1	2.2	1.50
Direct and train Acme's National Sales Organization. <a href="#">View Details</a>	1.1	1.1	1.1	1.1	2.2	1.17
Manage and direct Acme's sales and marketing activities, according to both the strategic plan and actual events. <a href="#">View Details</a>	1.1	0.0	1.1	1.1	1.1	0.67
Provide new production development direction and specific product recommendations, including marketing/sales plans. <a href="#">View Details</a>	1.1	1.1	1.1	1.1	1.1	1.00
Train and manage inside sales staff. <a href="#">View Details</a>	1.1	2.2	2.2	1.1	1.1	1.33
Provide new product development direction and specific product recommendations, including marketing/sales plans. <a href="#">View Details</a>	---	---	---	---	---	---
<b>Final Rating Average</b>	1.00	1.00	1.20			

Communication issues between managers and employees can easily be uncovered.



Goals are entered by the employee and approved by the manager so that buy-in is created.

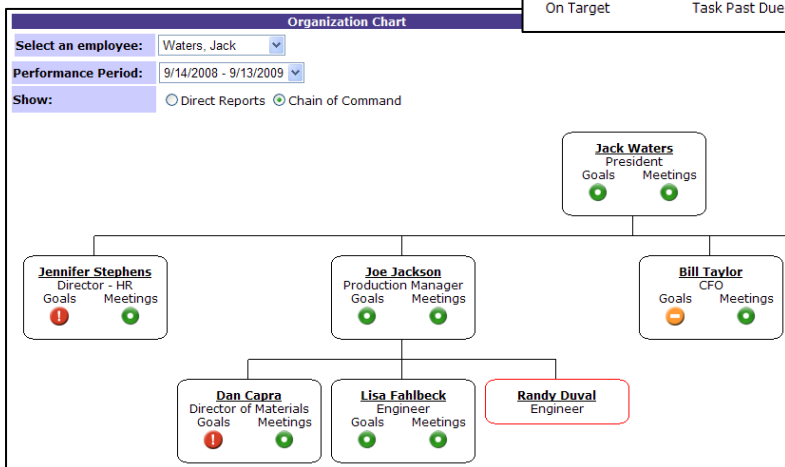


Status	Type	Goal	Target	Weight	Scoring	Perf Factor	Details
🟡	Team Goal	Analyze and Reduce Credit Memos	12/31/2008	10	-	0%	🔍
🟡	Team Goal	Open two new market segments	7/1/2009	20	-	0%	🔍
🟢	Department/Management	Redesign and release a new product catalog	9/2/2009	20	Exceeded	40%	🔍
🟢	Department/Management	Meet with executives and sales manager of current and potential top-tier accounts.	9/2/2009	15	Exceeded	30%	🔍
🟢	Department/Management	Conduct rep training at Acme and on-the-road.	9/2/2009	10	Met	10%	🔍
🟢	Department/Management	Reassess and evaluate all outside reps for product knowledge and sales production	9/2/2009	10	Exceeded	20%	🔍
🟢	Department/Management	Create two successful new product introductions	9/2/2009	15	Exceeded	30%	🔍

<b>Goal Key</b>				
NS	🟡	🟢	🟠	🟢
Not Submitted	Awaiting Employee Acceptance	Awaiting Manager Acceptance	Agreed	Completed
🟡	🟠	🔴	🔴	🔴
On Target	Task Past Due	Past Due	Awaiting Final Deactivation	Deactivated

Gain quick, at-a-glance indications of whether communication is happening and goals are on target

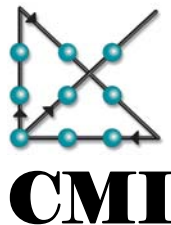


A user-friendly,  
state-of-the-art system

## KEYNE *Link*<sup>TM</sup> features:

- Low cost of ownership with no hardware or software to maintain
- Immediate upgrades and maintenance
- No dedicated IT staff required for rollout and maintenance
- 24/7 uptime and performance
- Industry standard architecture
- Intuitive user interface
- 24/7 access from anywhere in the world

For more information about this  
innovative performance management  
system, contact



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