

Why conduct Employee Reviews

Many organisations do not have a culture of periodic and scheduled employee reviews. In order to maintain a productive and motivated workforce, periodic reviews are essential. Quarterly employee reviews are an excellent way to increase productivity, quality, output and morale. The following are the top 5 reasons you should schedule regular reviews: annually would be the minimum you should undertake, but if possible try and make the extra effort and schedule quarterly reviews.

1. Accountability

Almost everyone performs better when held accountable. Employees who are not given performance benchmarks, goals and a vision will often fail. Take a little time at the beginning of each quarter to establish a few basic goals for each employee and corporate 'team' or 'unit.' Your employees will perform better, feel a sense of accomplishment and grow in their abilities when held responsible for meeting goals.

2. Motivation

Employees who feel forgotten, unnoticed, or lost in the corporate shuffle usually have trouble staying motivated to perform well. If you expect excellent work from your employees, you must provide constructive feedback and a support system to keep them motivated. Regular reviews are a vital part of that support system. There are many other motivational strategies, but other techniques are likely to fail without periodic reviews.

3. Measurement

It is important to measure the progress, growth, and impact each employee has on your organization. Rather than making subjective judgments about an employee's performance, establish objective measurements with the employee. In most cases, goals provide an easy way to measure short-term (quarterly) performance. Clearly communicate goals and the criteria by which employees will be measured in writing and verbally. By using both methods, you will reduce the chances of miscommunication.

4. Communication

Many managers get so busy that regular employee communication about performance is neglected. Although regular communication is always desired, scheduled reviews

provide a set time when you and your employees will communicate. Allow time to have an open discussion with your employees. Ask their opinion about how you are doing as a manager. Ask if there is something you can do to help them succeed. Encourage and challenge your employees to excel, and provide a performance improvement plan if your employee is not performing at the desired level.

5. Morale

One of the top reasons for poor morale is uncertainty. Regular reviews provide a framework for measurement and performance feedback, which eliminates uncertainty. The review helps an employee know if management notices his or her performance. Employees who perform well are recognized and those who need to improve are provided the necessary tools and instructions. Even constructive criticism gives an employee a sense of certainty, which will help improve morale.