

8 Tips on How to Give a Better Performance Evaluation

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Performance reviews are important in every company, across every industry; yet many managers aren't sure how to provide valuable, relevant feedback.

"Performance reviews are a key part of developing a great team. Done right, performance reviews can inspire your people to achieve greater heights, get them focused on business goals, and bring out the creativity in them. Performance reviews can be one of your most powerful business growth tools," according to [Anita Campbell's blog](#) on American Express Open Forum.

Here are 8 tips for positive, productive evaluation experiences:

1. **Include examples** - "It's not enough to give vague feedback, like telling an employee to take more responsibility or ownership. Give concrete examples and clearly explain your expectations," said [Susannah Chance](#), Vice President of Human Resources for Leddy Group and consultant for LeddyHR. "If the employee's performance is meeting or exceeding your expectations, include specific examples that reinforce those exceptional behaviors and performance. Instead of just saying 'great job,' it's much more meaningful to say 'you did a great job on this specific project and here's why your actions really made a positive impact on the company.'"
2. **Include opportunity for self-evaluation** - Ask the employee for feedback. Where do they think they excel? Where would they like to improve? What are their future goals?
3. **Be prepared** - "Continuously document the employee's behavior and consider how your employee has performed over the entire rating period - not just the past few weeks or months," Chance explained. "Keeping running documentation allows you to track their long-term performance and provide concrete examples."
4. **Avoid surprises** - Nothing you say during the evaluation should come as a shock to the employee. When issues arise throughout the year, immediately provide feedback and resolve problems. Don't wait for a review to discuss an incident from six months ago.
5. **Keep it professional** - "Focus on issues related to the employee's performance and workplace conduct. Be objective, empathetic and respectful, providing constructive feedback to help your employee improve and grow," Chance suggested.
6. **Be timely** - Conduct the employee's evaluation on schedule - don't procrastinate. You owe it to your employee to deliver honest feedback in a timely fashion. When evaluations are late, employees often perceive that the employer doesn't value the evaluation process...or them.
7. **Offer measurable feedback** - Items evaluated should be aligned with organizational goals.



8. **Include input from others** - Gather feedback from others, including teammates, and customers or vendors, to provide additional perspectives for a more robust evaluation.

The review process should offer an open, honest forum with your employee. Ultimately, the discussion should help the employee improve, determine goals for the coming year, address any concerns and empower them to excel. If done correctly, it will help motivate your employee and energize them for future successes.

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