



## STAR PERFORMERS



***Star Performers contribute 300%+ in productivity, innovation & staff morale. Identification within current employee ranks and/or recruitment of Star Performers can quickly boost profitability and & new business opportunities within this challenging financial environment***

***Jack Welch realized the exponential benefits that Top Talent could contribute to GE's bottom line so through mercenary approaches according to some of his detractors, he annually trimmed 20% of low performing staff***

*Whilst developing Real Estate Agents several years ago I constantly researched other successful Property Consultant models. One NSW Real Estate Agency tripled turnover within 3 years by dismissing the lowest performer each month*



*Several years ago whilst running two of our Retail stores in a Victorian seaside location, I became aware of the immense benefits of high performers. We hired 3 star performers simultaneously and our business increased profitability, fresh, new business ideas developed at speed lightning.*

*Subsequently we refined a unique business model that was highly admired and emulated by other businesses Australia wide*

***The most remarkable change that occurred was that we all had so much fun***

*We developed some stylistic fun changes. For example when trading pressure increased to a crescendo we would stop, play our favourite song, dance and sing the lyrics while customers stood bemused*

*Our reputation as innovative, fun and responsive to market trends generated business revenue at a phenomenal rate*

***Why was this possible?***

*Top Talent accelerated business confidence. We no longer felt the immense burden of running the stores solo. Our employees were becoming fully involved in its ultimate success*

*We would often hear an employee say “I could not sleep last night, because I came up with this very profitable idea”*

*Additionally the talented employees assisted in refining the business model, adding and deleting product lines*

***So how do Top Talent function?***

*Star Performers initially scan for relevant information. They are adept at quickly assessing company culture, reward & punishment system, company vision, purpose and mission.*

*They quickly differentiate between the rhetoric and reality. They then focus on assessing company Power brokers and align themselves with these powerful people.*

*They also look for opportunities or performance gaps where they can contribute their specific knowledge and expertise and thus create an invaluable position in the company*

*Having studied Sociology as well as Psychology I have learnt to observe societal trends*

***In 2008 I perceived a trend of Star development about to overtake current Learning & Development philosophy as the internal leaders of business***

*I found 40 Profiling tools both within Australia and US that could identify and develop Top Talent further. One particular tool, High Performance Profiling was outstanding in terms of clarity and identification of specific behaviours*

*The High performance Profiling Tool, requires 4 combined Psychometrics to be completed online. To create a company specific culture of High Performance, a minimum of 15 employees are tested.*

*To clearly differentiate between the High Performance required traits and skill sets, both low and High Performers are tested and the results are benchmarked internally and globally with similar industries*

*If a company chooses to assess less than 15 staff, the benchmarking is compared to similar industries worldwide.*

***For example 2 Company Directors were assessed in the Advertising Industry and it clearly indicated the natural ability of the driver of the business. He had the skill set and natural traits that placed him in a higher league above the other director, who by the way was a steady, continuous performer***

***They were then benchmarked to other director abilities, globally***

*The Assessment tools will reveal not only the high performers it will also reveal the skill set that particular company culture requires to improve performance and of course the bottom line*

***For each participating employee the critical skill set is assessed and learning & development recommendations are listed to increase company performance***

***The 2<sup>nd</sup> step within this process***

*Each employee is debriefed, personal goals are ascertained to align with the company vision etc and if required are Coached to accelerate performance*

*The low performers follow a similar procedure. They are interviewed, KPI's are escalated and offered a 3 month period to improve performance.*

### ***The 3<sup>rd</sup> step***

*Dependant on company objectives, if low performers fail to increase output they are either moved into another more suitable company position or are assisted in seeking a new job externally.*

*The ideal staff mix is a ratio of one High performer to 3 Steady and Consistent employees. These second group provide an ideal strong structure for the Top Performers to seek a base to challenge themselves and move beyond perceived human limitations*

***Mercenary or wise approach to business opportunities and increased bottom line?***

***Paul Zane Pilzer in his book 'The Next Millionaires' states that "The overwhelming social and economic problems today stem from having a society built to resist change rather than embrace it"***

*Is your company prepared for the necessary changes required to survive and prosper in this economic climate?*

***Retaining Top Talent has always been a challenge in companies***

### ***10 tips***

- 1. Include them in strategic planning*
- 2. Provide strong Support structures*
- 3. Praise lavishly*
- 4. Become aware of their motivations. Their needs are not always salary focused. Non monetary rewards such as being considered integral to a company's success may be more motivating for some*
- 5. Star Performers need a strong non confining base structure. As they may suffer mild burn out from time to time it is important to retain flexible hours so they can refresh when necessary***
- 6. Listen to their needs. If they repeat a request or a suggestion on 2 or more occasions address it immediately*

7. *Keep an open door policy to their ideas, concerns etc*
8. *Improve your Leadership skills, ask for their feedback*
9. *They often prefer project based work, a beginning, conclusion and reward*

**10. *Reward them constantly in a myriad of ways rather than a base salary structure***

*If you have any questions about any of the information emails, please contact Marina Alexander [marina@successglobepeople.com](mailto:marina@successglobepeople.com)*