



What We Do / Incentive Programs / Excellence

Excellence

Lift your company's overall performance by raising the bar on performance standards, developing a culture of excellence and achieving leadership in the market.

If only you could staff your entire company with star performers. You know, like that top 20% of people across the organisational chart who consistently deliver above and beyond requirements. The 'dream team' concept is compelling, but life doesn't work that way.

The performance bell curve In reality, staff performance in most organisations falls neatly along the contours of the proverbial [bell curve](#):

- Plus/minus 20% are high performers. It takes some effort to keep this crowd challenged and energised, but they have high intrinsic motivation and require little direction, so finding new challenges is a nice problem.
- Plus/minus 20% are low performers. These folks take up inordinate amounts of management time, yet no amount of intervention seems to motivate any improvement in performance. New hires move through this level as they get going in your organisation.
- Plus/minus 60% are middle performers. Comfortably positioned between the extremes, these solid citizens keep the cogs of business turning, rising to the occasion during crunch time, but otherwise just ticking along.

This high level segmentation is a useful exercise when you're thinking about using incentives and recognition to lift performance.

The value of segmentation Your top performers thrive on recognition for their outstanding efforts, so keep the top trips and gala award dinners on the plan.

Your bottom performers may be suffering from lack of skills, an unsupportive environment, or plain bad attitude. Whatever the issue, you will clearly need to take a closer look at how you can use incentives to get them moving in the right direction.

Obviously, your greatest opportunity to improve bottom line performance overall lies in your biggest segment

- your middle performers. Nudging this critical mass of middle performers by just 10% could make or break your year-end results. And lifting their performance by 20%?

Now you're on your way to building a dream team.

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