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| **Maximising Potential Conversation Tool** | | | | |
|  |  | **Potential - Ability + Commitment + Motivation** | | |
|  |  | **Low/Limited** | **Medium/Can be developed** | **High/Seeks new challenge** |
| **Performance - WHAT and HOW they accomplish objectives** | **High**    **Above target** | **Key contributor**  High performance, low potential  High performer, hard to replace. Possibly a specialist or expert. Consistently adds value. Reached career potential. Retain, reward, help with developing others. Broaden reach? | **Strong performer**  High performance, medium potential  Consistently meets/usually exceeds. Ready for additional challenge. Potential to perform in another role or at same level (transferable skills). More value may be realised. | **Star performer**  High performance, high potential  Capacity and/or ability for immediate advancement. Clear potential beyond immediate role. Highest potential, best for senior succession. Reward, recognise, promote, develop soon. |
| **Medium**    **On target** | **Acceptable performer**  Consistent performance, low potential  Meeting expectations. Not stretching themselves. Valued, possibly as a specialist. Engage, focus, motivate to identify potential blockers to higher performance/potential. | **Core performer**  Consistent performance, medium potential  May have potential to move through lateral move or bigger responsibility. Highly valued individual, but needs to be tested to ensure capability is maximised. | **Rising star**  Medium performance, high potential  Visible capacity and/or capability for progression. Needs clear personal objectives/new role or remit to drive performance up. |
| **Low**    **Below target** | **Unsatisfactory performer**  Low/unacceptable performance, low potential  Performance/potential exit needs to be managed. Corrective action needed quickly. | **Marginal performer**  Low performance, medium potential  May be new in company/role or mismatched obscuring ability in wrong role. Has potential to improve performance or take moreresponsibility. Test in role/consider move. | **Emerging star**  Low performance, high potential  Possibly a novice/new entrant or new in role, showing high potential. Has demonstrated high potential in previous roles. May need to focus more on current position before a move. |