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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 potentialHigh 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 potentialConsistently 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 potentialCapacity 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 potentialMeeting 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 potentialMay 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 potentialVisible 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 potentialPerformance/potential exit needs to be managed. Corrective action needed quickly. | **Marginal performer**Low performance, medium potentialMay 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 potentialPossibly 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. |