



Corporate Counseling Associates
People it forward.™

Performance Management: Feedback with Traction

Executing business strategy requires coordination of behavior to achieve targeted outcomes. Competency modeling defines required behavior across the organization while also articulating “strategic competencies” for various levels in the organization. These “core” and “strategic” competencies provide benchmarks or guidance for selection standards, performance management (coaching, development, promotion programs) and succession planning (defines talent needed by the business).

CCA customizes performance management programs to incorporate competencies that drive business forward, harnesses untapped talent and incorporate feedback and developmental steps so that performance is constantly being enhanced.

The business outcome is clarity about what behavior is required to execute business strategy.

