

THE STRENGTHS COMPANY

BUILDING EMPLOYEE EXPERIENCE FOCUSED PERFORMANCE DEVELOPMENT STRUCTURE

Designing Employee Experiences

www.thestrengthscompany.com



INTRODUCTION

Our client, a prominent food service company with several restaurants across regional locations in the Middle East, faced challenges in managing and improving employee performance. With a workforce of 2000 employees, the management recognized the need to create a structured performance development system that not only addressed the company's objectives but also prioritised the needs and experiences of its diverse workforce.

INITIAL CHALLENGES

The food service industry in the Middle East presents unique challenges, including cultural diversity, varying skill sets, and high turnover rates. The company struggled with inconsistent performance levels across its multiple locations, resulting in operational inefficiencies and a decline in customer satisfaction. Traditional performance appraisal methods proved inadequate in providing meaningful insights into employee development, leading to frustration among both management and staff.

INTERVENTION OUTLINE

Understanding the need for a comprehensive intervention, our team collaborated closely with the company's leadership to design an employee experience-focused performance development structure. The intervention included the following key components:

1. Customized Performance Metrics:

- Developed a set of performance metrics tailored to the specific roles within the food service industry, accounting for regional nuances and customer expectations.
- Metrics were designed to align with the company's strategic objectives, ensuring that employee performance directly contributed to overall business success.

AT A GLANCE

CHALLENGES

- Designing a structure from scratch.
- Lack of internal HR support that made the rollout very hands-on from our side.
- Addressing organisational challenges with a shift in mindset moving towards employee-focus.
- Next stage: Redesigning Employee Experiences for Attracting, Hiring and Onboarding.



SZILVIA OLAH

Organisational Psychologist

Specialised in Organisational and Leadership Development.

2. Continuous Feedback Mechanism:

- Implemented a real-time feedback system that facilitated ongoing communication between employees and managers.
- Introduced regular performance check-ins, allowing employees to discuss their goals, challenges, and career aspirations, fostering a sense of collaboration and transparency.

3. Employee Development Plans:

- Created personalised development plans for each employee based on their strengths, areas for improvement, and career aspirations.
- Emphasised skill-building programs, mentorship opportunities, and cross-functional training to enhance employees' overall job satisfaction and professional growth.

OUTCOME-ONGOING PROJECT IMPLEMENTATION

The successful implementation of the employee experience-focused performance development structure has marked a significant milestone in the company's journey towards excellence.

As of this stage, where the design and rollout have been executed seamlessly, the true impact of the new structure will be continuously measured throughout 2024. This ongoing assessment aims to provide valuable insights into the long-term effectiveness and sustainability of the implemented changes. By committing to regular evaluations, the company remains dedicated to refining and optimising the performance development structure, ensuring it continues to meet the evolving needs of its workforce and the dynamic demands of the Middle East food service industry. The journey towards a high-performing and employee-centric organisation is an ongoing process, and the commitment to measurement underscores the company's dedication to continuous improvement and growth.

