

As human beings, we like to have order and a structure in our lives, we like to know what we are doing, how and why – and how well we are doing it.

It's the same in business. Structure and order is a business plan. Goals, objectives and management accounts show how well the business is doing – or should be.

You - manager or owner - capture details of their products and services to know which are most beneficial to the bottom line and identify those are not so beneficial. You can then review, modify or stop delivering them.

Why not do something similar with your employees? They are the engine that delivers your business goals and they need to know what those goals are and have the skills to achieve them.

They need to know how well they are doing, how their role fits in and why.

Appraisals provide a communication forum for employees and employer alike, allowing continual feedback and discussion to address any development concerns, and make changes to processes as the business evolves and moves forward. Everybody is kept aligned.

Look at the appraisal not as a "talking at" platform but a way to take time out to think about the tasks an employee is carrying out. Are the tasks still relevant to the business? What can be done to make employees more efficient? They may well have some good ideas and should be listened to. After all, it's they who are doing the tasks.

An appraisal is very much a forum for continuous discussion and feedback between employee and their manager.

The outcomes are always positive, even if they are not what you want to hear, because they confirm the business is on the right track - or provides the detail for an action plan, with targets, if it's not.

The outcomes (benefits) are:

- Improved relationship between employees and manager
- Plan for corrective action where processes may not be as robust as originally thought
- A development plan for an employee as required
- A more engaged and valued employee
- Pathway to increased productivity
- A better skilled workforce

An appraisal is just like the book of accounts where you have a start and end position to show an increase in revenue and bottom line profit.

Why have an appraisal online?

Traditionally, appraisals have been produced using simple computer programs like Word or Excel. If you've been doing that you are already using technology to capture information, which in the first place was handwritten onto a proforma template.

Those types of documents are excellent for what they do, but they are isolated, free-standing records that have to be maintained and stored, with paper copies per employee stored in HR's personnel file. and copies held by a manager and the employee. That's already a recipe for inconsistent information!

An online solution like Dinamiks provides a single source for storage, is easily retrievable at any time, because only **one** copy [that's backed up!] exists - and is always current. It can easily and quickly be updated at the right time (when an event occurs that needs to be captured) by those who have access. This eliminates those situations where human error creeps in and things can get forgotten.

Information stored in a single source can easily be analysed, and progress regularly reported.

Just as the figures in an accounting system produce management accounts to show the health of a business, so an online appraisal system shows the performance "health" of employees.

It's sometimes more practical to have a printed copy of an appraisal to review, discuss and manually make notes in somewhere quiet and private, so that a solution like Dinamiks can subsequently be updated.

It's really no different to having a set of management accounts to review, with the outcomes updated in whatever software is used.

Why Dinamiks?

Dinamiks, an online performance appraisal solution, was born out of the pain experienced by the creators of Dinamiks when they personally conducted and received appraisals in corporate life. The appraisals were usually on pre-printed forms that were completed by hand and circulated to the various line and sign off managers.

All in all, that was a time-consuming process, not really liked by anyone and usually carried out only twice a year.

There had to be a better way to conduct appraisals!

Dinamiks started life as an all singing, all dancing solution that held every aspect of a person's working career. The content formed a very comprehensive CV per employee and was designed for use by very large companies like those its creators worked for.

It proved to be too overwhelming for the SME market, so a simpler solution was developed that used the look and feel of a paper appraisal - but was online and available 24/7 wherever there was an internet connection.

With technology enhancements, a more technically aware user base and changing attitudes towards annual appraisals, Dinamiks has evolved and is now entering its 3rd generation while retaining the same values of *keep it simple* and *easy to use*. And it's more representative of today's working practices and attitudes towards appraisals.

Benefits of using Dinamiks

- Improves communication to help create a culture that promotes personal success
- Helps employees see how their jobs and expected contributions support the business plan to ensure success
- Provides clarity for the employee's goals and expected outcomes
- Creates a personal development plan for the employee
- Helps employees feel more engaged and valued
- Demonstrates non-discriminatory employee performance evaluations
- Enables easier business decision-making, through showing detailed information of an employee's performance