5 reasons we should stop giving reviews
And Start Managing People
Writing and delivering annual reviews is challenging for both managers and employees; taking up a lot of time and not always delivering the kind of actionable feedback that will help employees grow.

Here are our top 5 reasons you should stop giving annual performance reviews, and adopt true performance management instead.
Performance reviews are demotivating.

In traditional reviews managers usually give the year’s feedback at once - hard for managers to deliver, and hard for employees to hear. Instead, feedback should be delivered throughout the year so employees can receive recognition and coaching in real time. Come review time, there are no surprises and the conversation can look forward instead of looking back.
Reviews are actually hard work – which would be fine if they were also useful. But what usually happens is managers spend a lot of time gathering a lot of information on employees, and that information goes nowhere. Instead, performance reviews should provide information that helps your organization understand employee growth and team contribution.
Performance reviews don’t promote positive relationships

If the goal of performance reviews is to encourage better performance from employees, then managing people should be a continuous process, not an occasional one. Traditional reviews encourage managers to find something to fix for every employee when they really should be focusing on how employees can continually develop and add value to the team and organization.
Managers are responsible for managing teams, but traditional performance reviews focus on individuals and ignore team dynamics. Instead, reviews should help managers analyze and provide feedback on everything that impacts team performance – including how people work together, and any individual contributions that fall outside job descriptions or set objectives.
Performance reviews don’t tell the whole story.

Traditional reviews remove the context you need to interpret performance. They summarize and compress information, but you need to understand the details, subtlety, complexity, and interactions to identify growth opportunities. And even worse, the traditional review process tries to normalize performance under a bell curve, ignoring the fact that things change over time. But there is a better way.
True performance management

Performance reviews aren’t going away anytime soon, but they can be made more useful with the right technology, and actually motivate managers & employees, create better managers, improve TEAM performance and contribute to organizational knowledge.
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