

# MAXIMUM...

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## MAXFACT #49

*“...be rigorous, not ruthless...”*  
- Jim Collins

Competition requires you to perform at a high level. **There is no match for a team that is committed to achieving at a high level...together... every day.** When you prohibit complacency from entering your ranks, “iron sharpens iron” will become your credo.

If you have questions or comments about today's **Personnel** message, please contact us at...

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## ...PERSONNEL

Is your approach to employee evaluations objective or subjective?

Many of us develop friendships with our co-workers; some become very close.

Unfortunately, there are instances when employees no longer give their best work because of their friendship with the boss. Similarly, there are cases where leaders “look the other way” rather than holding co-worker / friends accountable.

Maybe you never experience this at your company. But if you do, you may find comfort in knowing there's a solution.

**Eliminate subjectivity by formally assigning specific performance measures to every job description.** If you initiate a system that captures achievements, efficiencies, and behaviors, you can utilize tangible data for evaluations. Involve a non-biased third party in the evaluation process to add an extra element of accountability.

We invite you to share this memo with a friend or colleague.

## Ponder This...

Which of my employees elevate the overall team performance?  
Which ones pull it down?