people performance potential model

For assessing teams and identifying development direction and aims. (See website for usage and referencing information.)

- **Backbone** (high performance, low potential)
  Give recognition for good work, use to coach others, do they really have no potential?

- **Icebergs** (low performance, low potential)
  Could contain potential stars and backbone. Counsel, establish trust, agree aims, and take action to help, including outplacement if best.

- **Stars** (high performance, high potential)
  Agree challenging work to stretch them; coach and mentor; agree projects and career development.

- **Problem children** (low performance, high potential)
  Counsel (boredom? low challenge?) inspire, motivate, encourage to improve performance and reach potential.

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