



A simple method to assess team performance

This toolkit includes:

- Team Performance Assessment Method:
The Assessment Grid
- The 4 types of people and their needs
- An editable template to assess your team and
plan actionables

01 Introduction



In the world today there are a multitude of ways to assess your team's performance, however there is one method that we recommend as the most useful because of its simplicity.

This method is called The Assessment Grid. The grid allows you to measure a person's overall performance across two dimensions:

Performance Outcomes

This is self-explanatory: it is quantitative and measurable. This means the sales team hitting or exceeding their targets and developers delivering high-quality code whilst hitting project timelines. This of course assumes you have in place a culture where objectives are set and measured in a transparent and clear way.

Attitude/Cultural Fit

This is more subjective but can be assessed through a more quantitative approach. We think about "attitude" as the way the person's behaviour impacts on the company culture, the espoused values and their colleagues. Is it clear what counts as acceptable and unacceptable behaviour in the business? If not, you need to define boundaries that are aligned to your values. Bring them to life in a meaningful way, not just posters on the wall. Make sure they are well understood and demonstrated by everyone including the Founder/CEO and the Executive Team. Build them into your onboarding processes so everyone has the chance to understand them and then make sure everyone is held to account.

This toolkit includes The Assessment Grid and also includes some guidance on how to manage the people in each of the four groups. At the end of the toolkit is an editable template where you can enter each of your team members, which group they fall into, and space to write in what actions you need to take to increase or maintain their performance level.



About the co-author
Amanda Stainton
Frog Operating Partner

Amanda Stainton is an Operating Partner at Frog. Her career in HR functions spans some 30 years. After initial starting out in HR planning, she quickly progressed to leadership positions in financial services.

She then spent several years consulting across a wide range of organisations in all sectors using her skills and experience to help leaders create the right culture to improve both engagement and performance.

Latterly she was HR Director at Portakabin Ltd, where she led the successful development of the people & culture approach and all health, safety and environmental activities.



About the co-author
Steven Dunne,
Frog Senior Partner

Steven is a Senior Partner, CFO and Head of Portfolio of Frog Capital, with over 20 years of PE experience gained both within PE firms, and as a senior executive of PE backed companies.

Steven spent eight years as a CFO in two VC/PE backed businesses, both successfully exited. In addition to his operational experience, Steven spent four years as a portfolio director at Livingbridge.

The Assessment Grid



The Assessment Grid method will allow you to measure a person's overall performance across two dimensions; their ability to deliver results and their attitude.

Begin by entering your team's names and roles in the template on page 5. Next, assess which Group each team member falls into, then plan what actions you should take to keep their performance level high.

Attitude/Cultural Fit

Attitude/Cultural Fit	Excellent	<p>Group B Development Needed</p> <p>Consider mentoring and development programmes and/or change in responsibilities</p>	<p>Group A Talent</p> <p>Consider increased responsibility Ensure recognition is in place Use as a mentor for others</p>
	Poor	<p>Group D Success Blockers</p> <p>Determine exit strategy</p>	<p>Group C Culture Blockers</p> <p>Mentor and develop where possible Consider an exit strategy</p>
		Below Expectation	Above Expectation

Performance Outcomes

How to manage each group



Group A Talent

This group are your talent for the future. They are delivering now, working well with the team, and helping to drive success today. Retaining them is critical for future success. Consider recognising them for their potential through greater responsibility and/or changes to their reward.

They can also become mentors for others in the business or be given more challenging projects to deliver. Ensure this group is given the attention they deserve so that you know you are meeting their aspirations otherwise they will leave and take their talent elsewhere.

Group B Development Needed

Whilst they have the right attitude they are struggling to perform at the moment. Ensure you understand why this is the case and make any necessary changes, including providing relevant development, coaching, and mentoring.

However, if they have reached their capability level and are struggling consider changing their responsibilities or moving to a different role more suited to their skill level.

This group need to be developed to move into Group A. If this does not happen in the required time frame you will need to plan an exit strategy.

Group C Culture Blockers

Whilst this group is delivering above what you require, they clearly have issues regarding their attitude and fit to the culture you have created. Although success is important these individuals can potentially damage the future of your business by impacting the culture and the retention of others.

These issues must be tackled and corrected immediately. If the required improvement does not happen, then they will need to be exited from the business. Remember that the actions you take with the people 'who seem to get away with bad behaviour' often have a positive impact on the rest of the team.

Group D Success Blockers

Clearly, these people are going to get in the way of your future success. It may be that the business has moved on since they joined, and they no longer fit or they are the result of a poor hiring decision. Either way, action is necessary once you have the evidence you need to ensure that they do not continue to have an impact.

My Team

Name	Role	Group (A, B, C or D)	Actions Required & Timeframe
John Example	Sales Assistant	B	Pair with Alice Template on next project so Alice can mentor John - Start end of September



Download an editable template of the Team Assessment and Actionable Plan table

DOWNLOAD

Visit our website for more Scale-Up Insights

>





Frog Capital Ltd

The Mews, 1A Birkenhead Street

London WC1H 8BA

See more at www.frogcapital.com/scale-up-methodology

© 2024 Frog Capital

Frog Capital Ltd is authorised and regulated by the Financial Conduct Authority

FCA Register Number 509967

Company Number 6812490