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REFLECT

**THE ALTERNATIVE
TO TRADITIONAL
PERFORMANCE
MANAGEMENT**

01



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02.

There is so much information I want to share with everyone about **REFLECT** that I would end up creating and posting so many infographics and social media posts, which, to be honest, no-one wants. Instead, I have created this downloadable PDF with all the information you need to get a greater understanding about **REFLECT** and the benefits for your team and organisation.

- Why we developed it.
- The elements that went into it.
- How we will commit to working with you to provide support to ensure effective implementation.

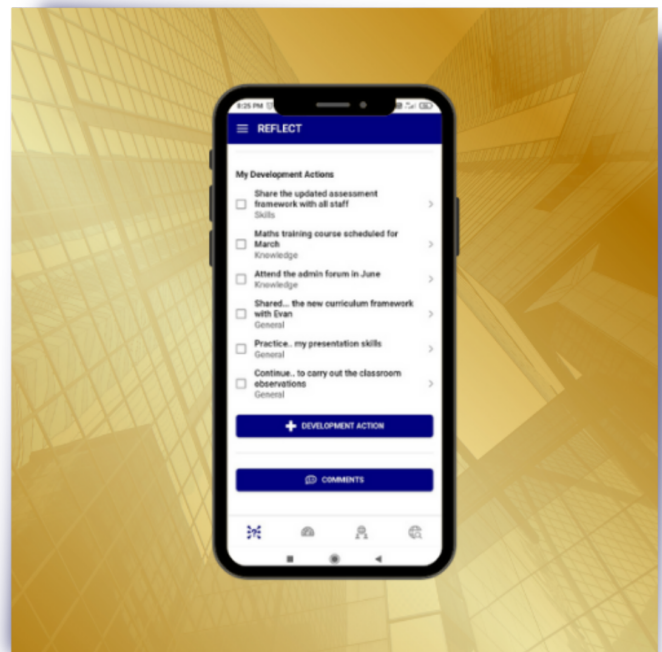
Simon Dunford, CEO



Why did we develop **REFLECT**?

This is a very easy question to answer. We developed **REFLECT** because, from our experience and research, traditional methods of performance management are just not effective. There had to be a better way, so we created **REFLECT**.

As both a line manager and employee, I remember having to go through the traditional target-setting process with my teams. This was purely because that was the policy and the expectations that were being imposed on us. The reality was that it was never my primary, or even my secondary, vehicle/tool for driving progress and development of the individuals in my team.



Are traditional performance management methods really that bad?

Only 8% of organisations say annual appraisals add value.
(Source: Deloitte)

81% of HR leaders are making changes to performance management
(Source:Gartner)

Well, unfortunately, generally yes. The research and feedback on traditional target based performance reviews is not great.

I actually can't think of very many, if any, people that I have met in 25+ years who enjoyed or even valued the process.

You can find some more information and see some more statistics on traditional performance management here:



<https://synergisticproducts.com/wp-content/uploads/2022/03/Why-most-of-your-employees-dont-need-performance-management-targets.pdf>

Here are some of the thoughts that we had and some key principles behind **REFLECT**



- Everyone needs to get regular feedback on how they are doing.
- Individuals need to authentically be able to 'reflect' on how they are performing.
- The individual needs to be responsible for maintaining, improving or extending their own performance.
- A team that is motivated to drive their own performance forward has got to be a good thing.
- Most of the recommended ways to develop professionally don't have clearly defined or measured outcomes.
- Life and work is busy, so recording any actions taken and reflecting on progress must be easy, available and quick.
- Planning for, and then carrying out, traditional performance management takes a lot of time and money - that must be counterproductive.
- Don't confuse operational deliverables with performance development.
- This is not about lowering any expectations or negating the drive for improvement; in fact, it's about the opposite. It is about making the expectation for personal growth and performance development part of the organisational culture and making it *'the norm and just what we do'* rather than a separate process to comply with.
- The vast majority of staff do not need full on formal appraisal, what they need is regular check-ins, feedback, dialogue and opportunities.
- Sometimes people will do a lot of development stuff, and sometimes maybe, not so much and that's ok. Learning and development are not always linear, nor do they occur at the same pace.



The elements that we deliberately put into developing **REFLECT**



01.

Extensive knowledge of the theories of learning and principles around how people learn, grow and develop best.



02.

Features that include the habits that are implemented by highly effective people.



03.

Features that include the positive actions that are recognised as being best practice in professional development.



04.

Research based reflection elements that are considered to be the essential and important components needed for over 800 different job roles.





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The elements that we deliberately put into developing **REFLECT**



05.

25+ years of leadership knowledge and leading professional development experience.



06.

The use of cutting edge technology in collaboration with our experienced technology partners.



07.

A commitment and passion to design a process that is quick and easy to use.



08.

A commitment to be paperless and environmentally friendly.





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The elements that we deliberately put into developing **REFLECT**



09.

Easy to use templates to guide and enable staff to get the most out of the system.



10.

A commitment from us to work with you and support you in getting the very best out of **REFLECT** for your team and your organisation.



08

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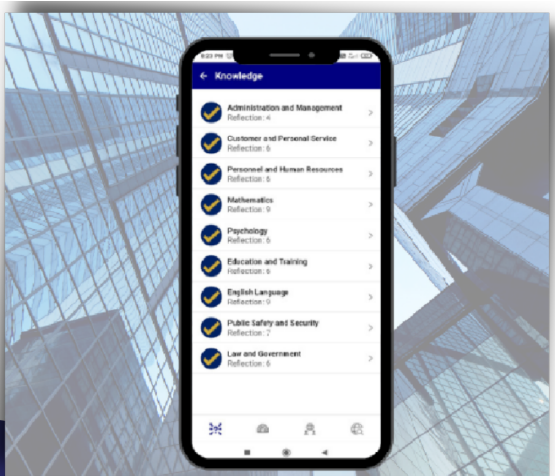
There is a lot of substance in **REFLECT**



As you can see there are a lot of deliberate design elements that have gone into **REFLECT**.

Dumond Learning OU, the company behind Synergistic Products, is a new, small but very innovative company.

We are in the interesting position of being a newish company but with over 25+ years of experience in what we do.



This means that **REFLECT** hasn't just been created overnight. It has been developed from years of hands on experience, years of research and observations, years of talking to people about their experiences of performance management.

We like to think that what we have ended up with, after throwing all this knowledge and experience together, is an effective alternative to traditional, target-setting, performance management and performance development.



What we have achieved with **REFLECT**

- An effective and easy to use development 'journal' for use at individual and organisational level.
- A system that can be used and accessed anytime, anywhere, making it ideal for multi-site organisations of any size or complexity.
- A system designed to save organisations both time and money.
- A system designed to provide a better ROI for the performance development process.
- Removal of the traditional dread of performance reviews.
- A system that promotes engagement from staff rather than compliance.
- A system that promotes peer support.
- A system that promotes teamwork.
- A system that promotes personal responsibility for performance and growth.
- A system that promotes and celebrates proactive actions and not targets.
- A system that provides near real-time data analysis and feedback.

Performance development should be an ongoing process. It is not something reserved for specific periods throughout the year. **REFLECT** enables performance development to be part of everyday culture.

REFLECT is designed to be 'always available' to enable the current **REFLECTION** to be in the palm of both the employee and line manager's hand.

REFLECT is a total shift away from traditional systems of performance management. **REFLECT** is about your team taking ownership of their own development - they drive it.



Companies adopting continuous performance feedback significantly outperformed their competition at a 24% higher rate. (Betterworks, 2020)



32% of employees have to wait more than three months to get feedback from their managers. (Office Vibe)



81% of HR leaders are making changes to performance management. (Gartner, 2019)



What happens once you sign up for REFLECT?



- Once signed up, we gather the information we need to build out your very own custom-fitted **REFLECT** system.
- We are committed to supporting you all way from sign-up to successful use of **REFLECT**; as such, we also work with you to discuss the most effective ways to introduce, implement and embed the system within your organisation.
- We discuss how to get the very best from it, including the pitfalls that need to be avoided and how to use your data to drive progress.
- We can offer remote, on-site or hybrid models of support.
- We are committed to working closely with you, not just at the initial stages, but long term, to support you to really make an impact.
- You will have a designated account manager who is your key person for problem-solving, information sharing and support.



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To find out more about **REFLECT** and how it can benefit your organisation, send us a message via our website or email me directly:

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Simon Dunford
CEO



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