

Beyond

PERFORMANCE



IALIGN GUIDE

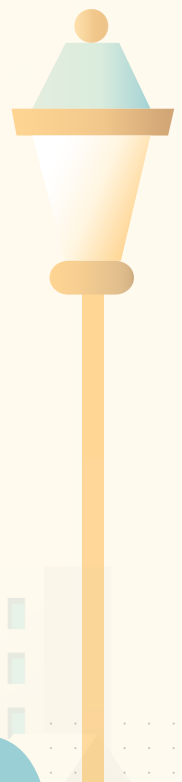


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WHAT IS iALIGN.WORK?



iAlign.Work is a performance management (PM) system that prioritizes people development via coaching. Traditional, common PM approaches, including annual evaluations, are not achieving their desired outcomes. We seek to do better. Teams need systems more sophisticated than a to-do list while remaining people-friendly and time-efficient. iAlign.Work offers an **elegant, delightful** solution focused on:

- High impact, frequent check-ins between supervisors and teams
- Intuitive, trackable metrics of employee roles and achievements in real time
- Facilitation and support of supervisors as development coaches
- Integration of employee strengths and visions into company targets



OUR VALUES

HONOR EVERY PERSON

People are the center of who we are and what we do because they have inherent value and unique gifts.

BEAUTIFUL DESIGN

There is a distinct beauty in the journey every human takes to live out their purpose in work and in life. We're passionate about capturing those moments for people in a beautiful and unique way.

FOCUS FORWARD

We choose to not dwell in the past, but to look forward to the future, and maximize on dreams.

CHAPTER 1

CURRENT PERFORMANCE MANAGEMENT APPROACHES: PROBLEMS AND SOLUTIONS

- What is not working in performance management
- The consequences of continuing to use ineffective systems
- The iAlign.Work solution
- Science-based approaches that do work

THE PROBLEM WITH CURRENT PM APPROACHES

The Old Approach

Here is what we know: current performance management (PM) strategies are not working.

Broken: The current model is outdated and ineffective; it is not achieving the basic goals of improving workplace performance, providing meaningful recognition, or increasing employee retention.

Hated: Despite the best efforts of HR teams in various organizations, it is all too often that employees and supervisors alike find common ground in despising performance evaluations. Over 75% of managers, employees, and heads of HR report feeling that PM results are ineffective and/or inaccurate [1].

Disconnected: This problem is driven by a substantial disconnect between the intention of the evaluation and its impact in practice. HR professionals want the best for their people. They want to help them grow and thrive. Yet, the current tools and resources inhibit that vision.

In a study of more than 60 million employees, Gallup uncovered that only 2 in 10 employees strongly agree that their performance is managed in a way that motivates them to do outstanding work [2].



THE PROBLEM WITH CURRENT PM APPROACHES



The PROBLEM

The very systems created to motivate, reward, and inspire are inadvertently designed to undermine high performance, especially for top performers [3]. The cost to companies in time used on ineffective PM evaluations is drastic as well. For example, Deloitte (a multinational company with over 300,000 employees) estimates that completing annual PM evaluations cost “an investment of 1.8 million hours across the firm that didn’t fit our business needs” [4].

The State of Performance Management

THE INTENTION

- Valuable exchange between supervisor/supervisee
- Recognize high performers
- Address performance issues
- Motivate exceptional work

WHICH RESULTS IN

- Inaccurate reviews
- Inconsistent results
- Feedback that is out of sync with needs
- Lack of clarity in goals and expectations

THE REALITY

- Time consuming
- Expensive
- Compliance driven
- Logistical headache

...AND PRODUCES

- Demotivated, burned-out employees
- Frustrated managers and HR team
- Poor retention and engagement



Change is Coming

It is estimated that over one-third of U.S. companies are planning to or have already ditched annual performance reviews in favor of more effective and efficient approaches [4].

THE SOLUTION

The good news is that extensive research of organizations and teams have illuminated a better approach. At iAlign, we are here to help teams create a more effective PM system using science-based best practices to foster people development and workplace growth. We have created a bridge between the positive, growth-oriented intentions of HR and desired outcomes such as optimized performance, employee development, team flourishing, and engagement.

iAlign.Work motivates teams differently. We believe in the positive power of coaching and directional clarity. We see people thrive when their strengths are recognized and utilized.

We achieve people alignment through utilizing frequent and future-focused connections, leveraging strengths, and connecting people's dreams with their work.



iAlign.Work helps people and supervisors create clear targets, coach continuously, and prioritize progress.

CHAPTER 2

OUR UNIQUE APPROACH TO PERFORMANCE MANAGEMENT

- What does iAlign.Work do differently?
- Our approach
- How iAlign.Work improves workflow
- Take a peek inside the system

Decades of research have clarified that the path to people alignment is strength-focused and purpose-driven. We have absorbed this framework and built it in to an elegant system designed to make best practices the default and provide leaders with tangible, science-based approaches to engage employees and produce optimal results.

iAlign.Work acts as worker's personal and vocational formation system, guiding them through an ongoing process forward. *iAlign.Work also helps people develop community and connect with their purpose.*



OUR APPROACH

01

We seek to both honor employees' contributions and empower managers to lead their teams well.

02

We believe a strengths-centered, science-based approach elevates people to thrive through purposeful work.

03

We are not afraid to disrupt processes that are not serving organizations and their people effectively.

04

We strive to constantly develop new ideas that maximize employee potential.

05

We aim to increase the value and decrease the burden of performance management.



WORKFLOW: IMPROVED

iAlign.Work facilitates efficient workflows & organizational processes including:

Automate targets, check-ins and more through dynamic scheduling of tasks and items.

Deploy targets quickly through creating and downloading templates.

Improve manager accountability and visibility with powerful service level agreements.

Set HR approvals to govern all workflows that facilitate the performance culture at a company.

Enterprise class software with roles, permissions, departments, locations, etc. of coaches to influence and help your workers.

Powerful reporting tools to understand if your company is progressing towards goals and balancing worker development.

Providing vision and clarity to workers so they know exactly what is expected of them.

Collaborative, adaptable targets that can be utilized across teams of people or configured for one person.

Instant dossiers or score card creation allowing you to systemize annual review processes or other compensation evaluations.



Jered Lish ▾

Dashboard

Jered Lish
Coach for Coach This!

Futuristic | Maximizer | Strategic | Significance | Woo

Objectives **1/10** Due: 08.19.2022 < >

- Create a brand identity style guide for iAlign.Work launch campaign for both LinkedIn and Instagram ✓
- Create a post launch campaign with a five week engagement plan to boost iAW presence ✓
- Complete trainings on UX design for Illustrator and Adobe XD to develop skills with these softwares ✓
- Present strategic plan to CEO on ideas for campaign, edit/iterate plans based on feedback from CEO ✓
- Successfully launch social media campaigns and boost follower counts by 500 users in the first 3 months. ✓

Create a marketing plan for iAlign.Work that helps communicate to the LI comm... Mark Complete

Check-ins **1/10** Due: 08.19.2022 < >

Create A Marketing Plan for iAlign.Work...

Coach | **Jered L.**

Great job with Coach This! Want to capture your thoughts on how to maximize our next one!"

Take Survey

Jered L.

Concepts Vision

"My big grand vision is to design a building that gives gravity a run for its money and also doesn't get us sued because it's..."

0 0

Joshua G.

Maximizing Potential

"In order for iAlign.Work to become the number one company for performance, I am excited to develop my UX skills."

4 0

Jamie S.

Public Input

"Do you see how big this castle is? I hope to furnish every room with environmentally recycled materials. Align it righter"

10 0

Assigned Targets **1/10** Due: 08.19.2022 < >

Create A Marketing Plan for iAlign.Work...

Alright, so here is the plan Let's have you put together an epic LI & IG social presence plan that helps us tell our performance for employees by employees story!

Multimedia Check-ins **1/10** Due: 08.19.2022 < >

Designing Minimalist & Clean Workflows Training

Hey Jered! Check out this great training on designing interiors that are both minimalist and functional in their work flows. Holder if you have any questions with this training request.

A 10x10 grid of dots for graphing. The grid consists of 10 rows and 10 columns of small black dots, providing a coordinate plane for plotting the graph of the function $y = \frac{1}{2}x^2$.

Domain Key

- Executing (Purple)
- Influencing (Blue)
- Strategic Thinking (Green)
- Relationship Building (Orange)

TOP 5

- Ideation (Purple)
- Communication (Orange)
- WOO (Blue)
- Activator (Green)
- Connectedness (Blue)

View All 34 Strengths

14 Adaptability	16 Empathy	4 Innovate	8 Resourcefulness	7 Responsibility	5 Initiative	11 Strategic	24 Team
9 Empower	25 Focus	18 Connect	19 Self-Motivation	6 Communication	13 Inter-Relationship	21 Critical	26 Attention
15 Risk	10 Responsibility	3 Communication	22 High Performer	28 Growth	10 Flexibility	27 Resource	29 Leader
32 Growth	18 Motivation	34 Empathy	2 Risk	36 Flexibility	12 Adaptability	1 Empathy	31 Strategic
26 Attention				28 Resourcefulness			

Learn more at Gallup

CHAPTER 3

THE TOOLKIT OF IALIGN.WORK

- The actual tools and definitions
- How our intuitive tools drive people development
- Examples of each of the tools



THE TOOLKIT OF IALIGN.WORK

iAlign.work provides the automation needed to check-in, engage, and celebrate success within a team of dedicated individuals through use of intuitive tools, collectively called the toolkit:



THE VISION

A depiction of what motivates, inspires, and fills your best future life with meaning



THE TARGET

A main focus area, ultimate goal, or key outcome



THE OBJECTIVE

A milestone or desired learning result of a target used to increase clarity and enhance execution



THE CHECK-IN

An important moment of connection or exchange of information related to a specific target



THE COACH

A person who listens to, supports, and develops others





THE VISION

Purposeful. Connected. Valued.

Extensive vocational research demonstrates that feeling a strong sense of meaning at work matters. It impacts retention, productivity, engagement, among other valuable outcomes.

Purpose-driven employees are healthier, happier, future-focused people. However, purpose is commonly seen as an extraneous variable or add-on rather than the core of a healthy workplace.

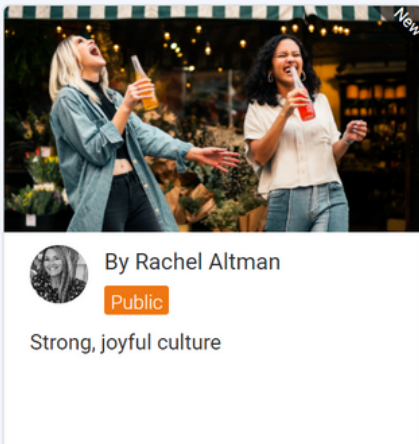
Worth the Effort

"
9 out of 10 people are willing
to earn up to a quarter less
money to have more
meaningful work" [8]



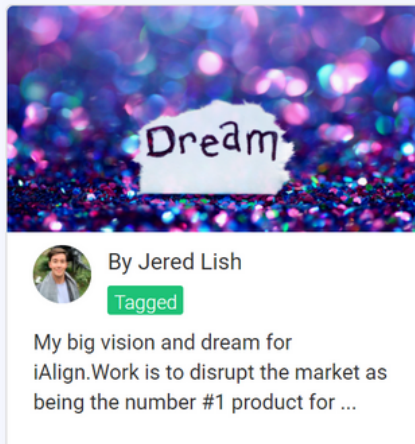
Vision Example

Coworkers visions are visible on visions dashboard



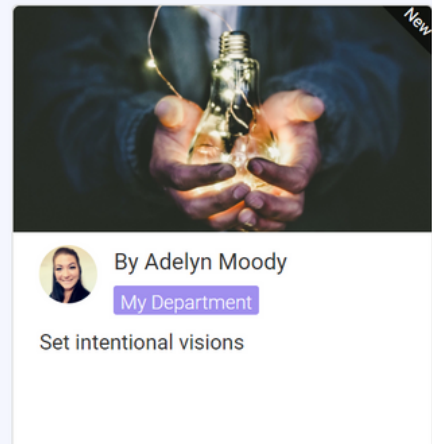
By Rachel Altman
Public
Strong, joyful culture

Note: The image shows two women celebrating with drinks at night.



By Jered Lish
Tagged
My big vision and dream for iAlign.Work is to disrupt the market as being the number #1 product for ...

Note: The image shows a hand holding a sign that says 'Dream' against a background of colorful bokeh lights.



By Adelyn Moody
My Department
Set intentional visions

Note: The image shows hands holding a glowing lightbulb.

A vision is what makes people come alive at work and be a contributor to the better future they envision.





THE TARGET

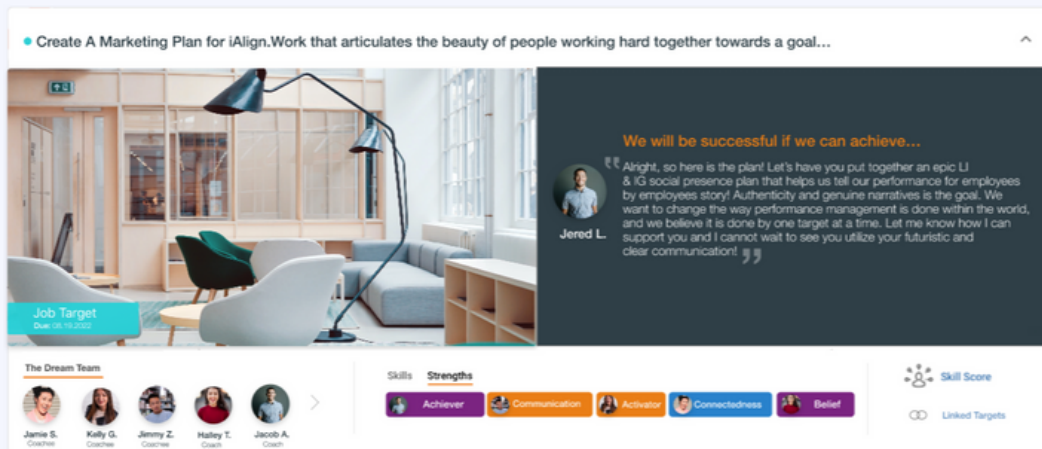
Name it. Aim it. Claim it.

Targets address the **“what”** and **“how”** of goal setting for everyone – employees, managers, departments, and organizations.

Targets help employees and supervisors calibrate the focus, process, and steps towards goals and projects.

Targets are designed to intuitively guide the creation of clear communication channels and automatically document expectations between people about expected results in a time-bound framework.

Target Example



01

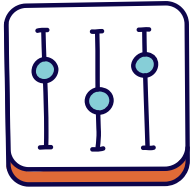
Customizable targets allow for modification of cover photo, target type, date range, weightage of responsibility and more

02

Add coaches, tag skills and strengths to create a successful approach to the target

03

Tag company or department targets to align individual progress with company goals



THE OBJECTIVE

Clarity. Collaboration. Direction.

WHAT IT IS NOT:

a daily to-do list
a project management system
vague, outdated goals

WHAT IT IS:

Clarity-enhancing milestones to
illuminate growth and promote
target achievement



Objectives Example

Objectives are housed within Targets. Think of the target as the overarching aim and objectives as waypoints along the path.

Create one or more objectives to reflect milestones leading to the target

to the target

Check-Ins	1	Objectives	4	Coachees	1
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Title	Assigned To	Status
Invest in becoming more knowledgeable...	0/1 Coachees	In Progress
Develop structured trainings, mini-ses...	0/1 Coachees	In Progress
Elevate my expertise in navigating iAli...	0/1 Coachees	In Progress
Evaluate effectiveness of support stra...	0/1 Coachees	In Progress

◀

1

▶



THE CHECK-IN

Quick. Customized. Focused.

Tip!


Aim for frequent, focused, and future oriented check-ins for maximum impact.

The check-in provides constant alignment and regular touchpoints via messages, surveys and shared multimedia from coaches and supervisors to their people.

Check-ins are both structured and adaptable, making them an effective way to collaborate in a wide variety of workspaces and industries. For example, they can be a way to gather multi-source feedback about performance or to schedule 1-on-1 meetings.

Skill Rating

Save Progress and QuitSubmit

**Adelyn**
Planning (10/10)
Creative Problem-Solving (3/10)

Target: Testing Skills of People

"Uses unconventional ways to tackle challenges"

Frequency of the observed behavior
Often Sometimes Rarely Never Not Applicable

4/10

The Value of Check-Ins

- Create a common language between supervisor and employee for performance tracking.
- Shift the feedback narrative from a list of failures to improved approaches towards future work.
- Provide consistent accountability and visibility for remote, hybrid, and in-person workers.
- Allow employees and employers to quickly generate reports of actual completed tasks, projects and goals for evaluations, job descriptions etc. rather than relying on memory.



THE COACH

Supportive. Intentional. Future-oriented

Effective alignment between employees and management comes when supervisors stop seeing themselves as bosses and start seeing themselves as coaches.

Different Mindsets

Bosses oversee, enforce, and override.
VERSUS, coaches listen, support, and develop.

The Coaching Difference in Detail:

- High frequency, efficient check-ins on progress towards milestones and targets
- Purposeful, relationship-building conversations about performance
- Recognizing and celebrating people for intentional, innovative work
- Focusing on employing a strengths-centered development process
- Aligning individual, team, and company targets
- Fostering community engagement between people
- Providing training resources and coaching best practice tips for managers and leaders

Managers account for 70% of the variance in team engagement.

For managers to positively influence employee wellbeing, they must be upskilled from boss to coach so that they can have honest, meaningful, developmental conversations with their team [6].

CHAPTER 4

NAVIGATING COMPLEX CHALLENGES

- Common struggles in the modern work place
- The cost of settling
- How to request a demo of iAlign.work

ALIGN ADDRESSES CHALLENGES IN THE MODERN WORKPLACE



NAVIGATING HYBRID & REMOTE WORK

- Easy to navigate, dynamic platform enhances visibility, accountability, and collaboration for geographically separated teams
- Higher frequency of quick interactions, feedback, and coaching catalyzes engagement and belonging

SUPPORTING MULTIGENERATIONAL TEAMS

- Visions and Targets help all employees understand how each individual contributes to the bigger picture
- Using a strengths-based approach celebrates the diversity of perspectives and skills in a department rather than difference driving division
- Brief, immediate feedback and visually delightful, personalized platform are structured similar to millennial and Gen Z communication platforms to maximize interest and engagement
- Intuitive navigation and onboarding tutorials maximize engagement and minimize frustration for everyone

IMPROVING INCLUSION, BELONGING, & WORKPLACE CONNECTIONS

- Fosters belonging through team target alignment, creating a culture that celebrates visions and successes, and values clarity
- Prioritizes helping managers be better development coaches to improve not only the performance, but experience of their employees at work.
- Encourages high frequency check ins to minimize communication break downs
- Improves visibility of employees strengths and empowers employees to champ



THE COST OF SETTLING FOR HUMDRUM



RECRUITMENT & RETENTION

With [half](#) of employees surveyed reporting they are looking for a new job in 2021, retention of top performers and recruitment of quality talent will be more important than ever [9].

ENGAGEMENT

Employees whose job description and the work they do align well are [2.5x more likely](#) to be engaged at work [2]

PROFIT

In a meta analysis of studies of 22 organizations across 45 countries, profit [increased an average of 14.4%-29.4%](#) when strengths-based approaches were utilized with employees [3]

PRODUCTIVITY

[\\$2.4-\\$35 million](#): The estimated cost of lost time spent on traditional approaches to performance evaluations for a company with 10,000 employees [2]

GO BEYOND PERFORMANCE MANAGEMENT TO **PEOPLE DEVELOPMENT**

Today's Challenges Need a New Approach

Traditional performance management systems are not producing the outcomes they were designed for. They are thieves of time, money, and energy for everyone involved. They inadvertently harm the very outcomes they seek to improve. The time has come to disrupt ineffective, demotivating reviews and upgrade to something better.

To successfully navigate the complex challenges of the modern workplace, companies need a system that alleviates pain points in organizational processes while elevating the strengths and contributions of their people.

Ready to see how iAlign.Work can help your organization thrive?

Request a demo:
ialign@ialign.work



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*Thank
You*

