



Vaco Case Study – THE JOURNEY OF A PERFORMANCE CULTURE

Discussion Led By:

MELISSA PHILLIPPI

President & Co-Founder, Performance
Culture

TRACEY POWER

Chief People Officer, Vaco





How to successfully implement a performance management process



Measure the ROI



Be the change in change management



How to adapt and pivot in the COVID world



Speaker's Bios



Melissa Phillippi
Co-Founder & President
of Performance Culture

Melissa Phillippi, Co-Founder and President of Performance Culture, a cloud-based performance management platform, is passionate about engaging organizations to create strong cultures and inspired employees. She believes good leaders, managers, and an effective performance management process not only achieves the desired culture but also gives organizations a competitive advantage.

Better teams deliver better results.

Working collaboratively with Co-Founder Dallas Romanowski, Melissa created Performance Culture's Coach the Coach program, a foundation for the performance evaluation process. Additionally, she has created Leadership and Manager Training Workshops focused on helping Leaders grow in their communication, emotional intelligence, coaching, and leadership skills. Prior to joining Performance Culture, Inc., Melissa worked in banking and financial sales and became a top performer among her peers. She graduated with a B.S. in Business Economics and holds the CERTIFIED FINANCIAL PLANNER™ designation.



Tracey Power
Chief People Officer,
Vaco

Tracey Power isn't your typical human resources professional. In fact, she describes herself as a business person first and foremost, and an HR person second. Her first priority is growing, protecting and tending the vital resources that ensure our company's measured success.

Spoiler alert: it's people.

As our Chief People Officer, Tracey spends her days focused on the hearts, minds, souls and goals of the Vaco Nation. She brings people, culture and business strategy together to create a pretty amazing place to work, populated by genuine, hand-picked humans who are committed to doing the right things for our customers. Vaco's signature over-the-top client service experience begins with Tracey's commitment to doing the right thing for our employees and consultants, so they can do the right thing for customers.

Prior to joining the Vaco executive team, Tracey has been a proud Vacotian since 2015 and is currently an adjunct faculty member of Lipscomb University College of Business teaching Human Resource Strategy.

Poll



How would you rate the effectiveness of your performance management program regarding:

1. Feedback that improves performance and employee engagement
2. Fair and equitable evaluation of performance
3. Continuous feedback throughout the year

0 to 5, with 5 being the highest

The Beginning of the Journey

2015, 35
Offices with an
aggressive
growth strategy



1

2

3

Engagement Survey
revealed Vaco's
people wanted more
feedback, specifically
coaching.



The power of people
and the need for a
strategic thinking Chief
People Officer

The Two Parties Meet

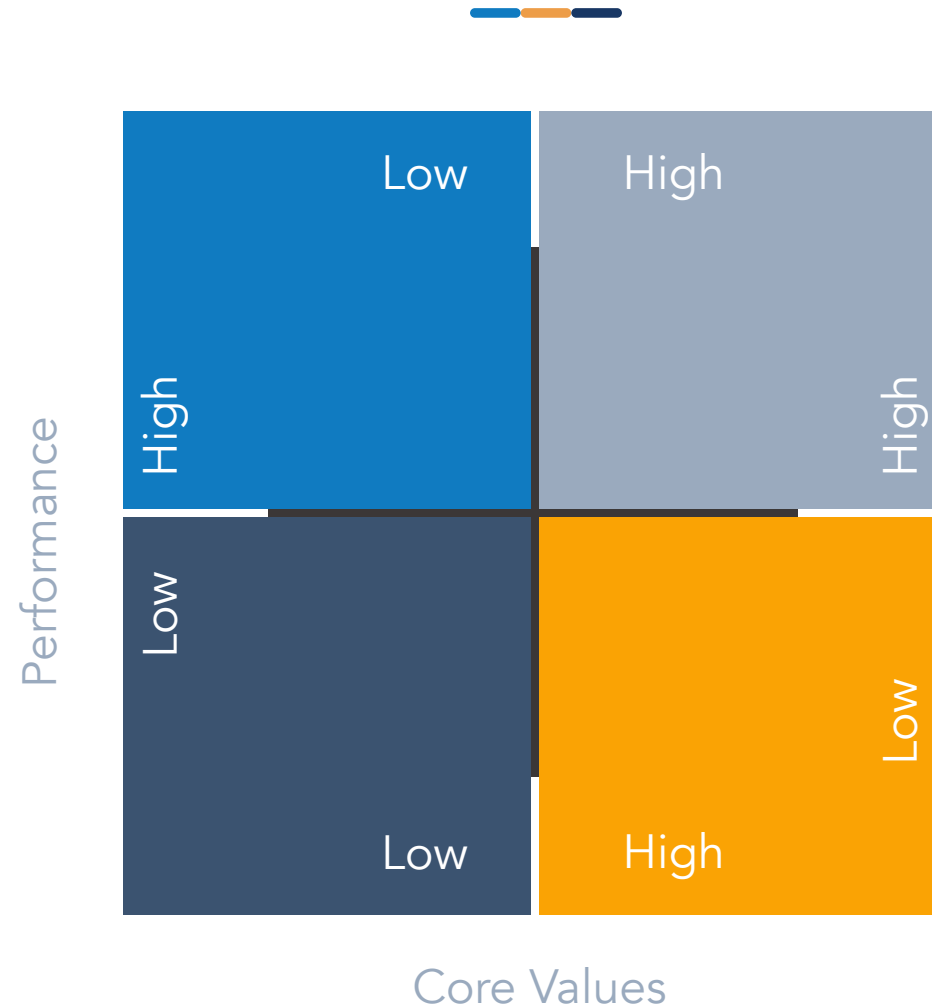


The Right Partner



Organizational Buy-In

What is the Performance Values Matrix?



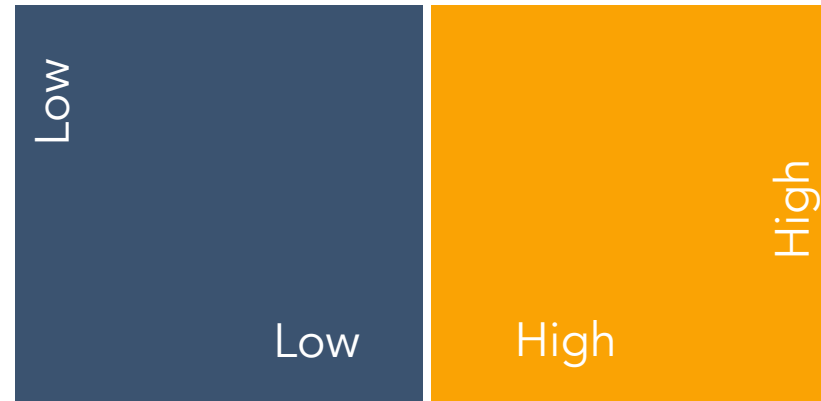
y Axis = Performance



X Axis = X Factor



Represents
organizational and
role alignment



Core Value



Organizational Core Values

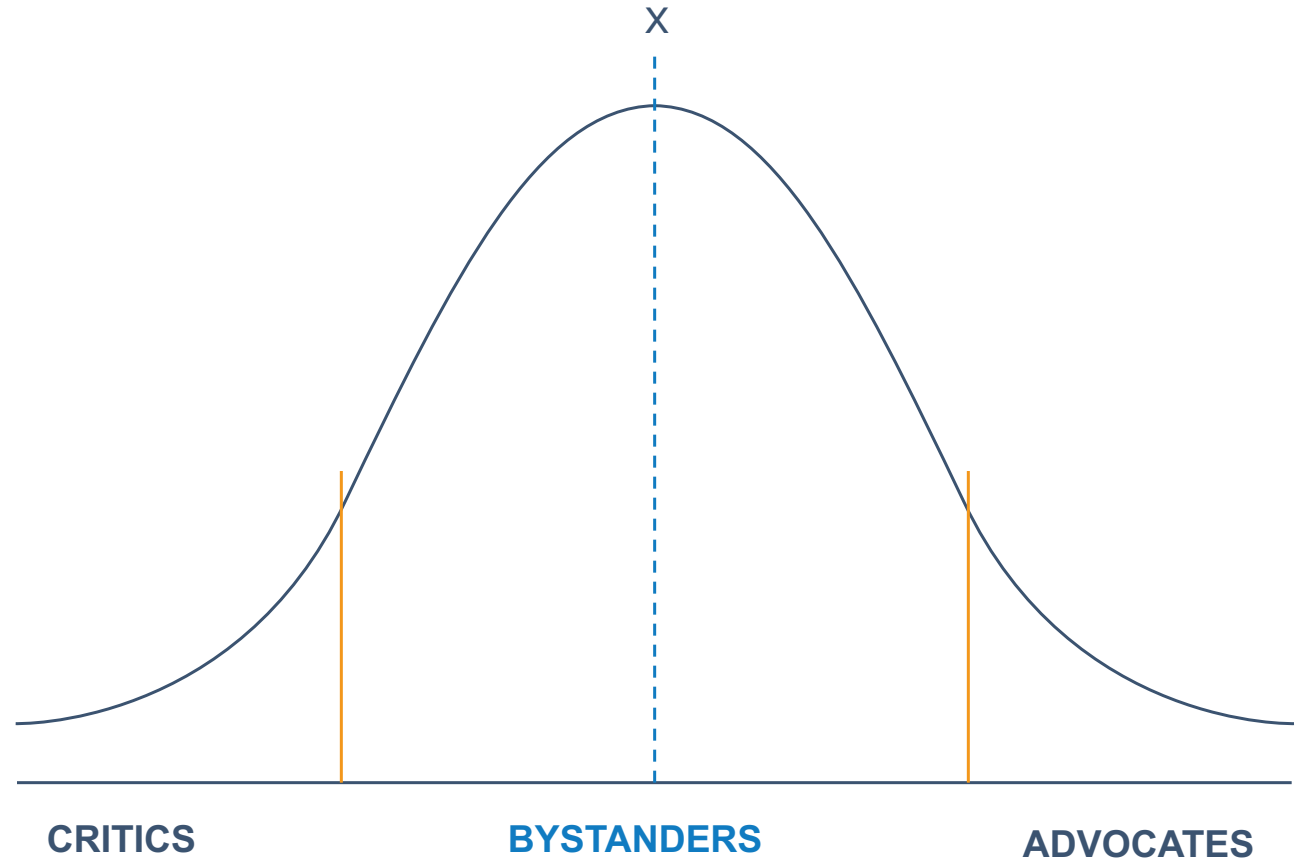
- Behaviors support these values
- What gets rewarded and tolerated gets repeated

The Early Days



- Early Adopters of Vaco
 - 10 to start
 - ROI after one year
 - Next to join

How do we be the “**change**” in change management?



Taking it on the Road



Consistent
communication in
multiple forms



Converting
the laggards

The Conflict...



COVID-19 strikes



Who is going to make it through this?



Offices handled this differently

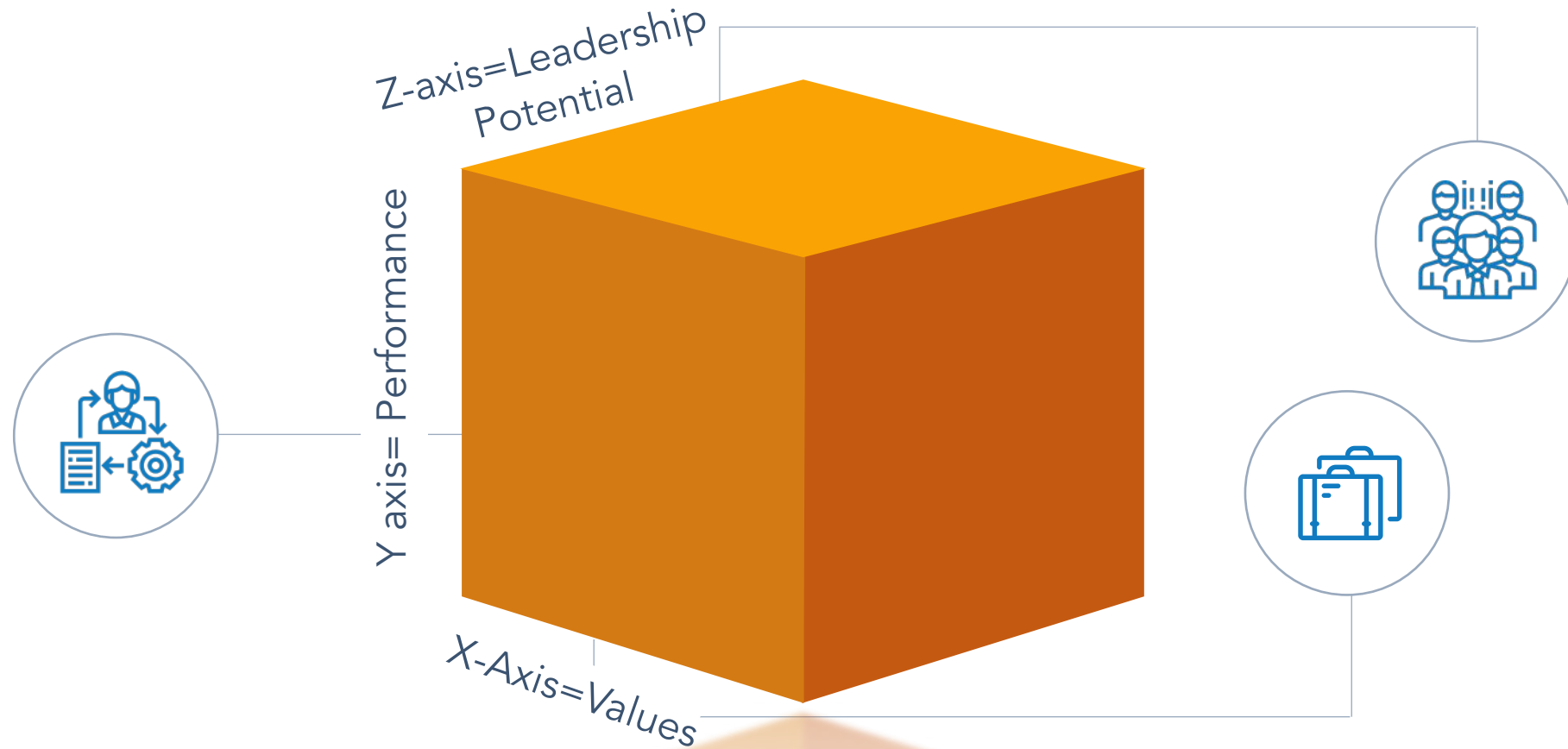
Resolution



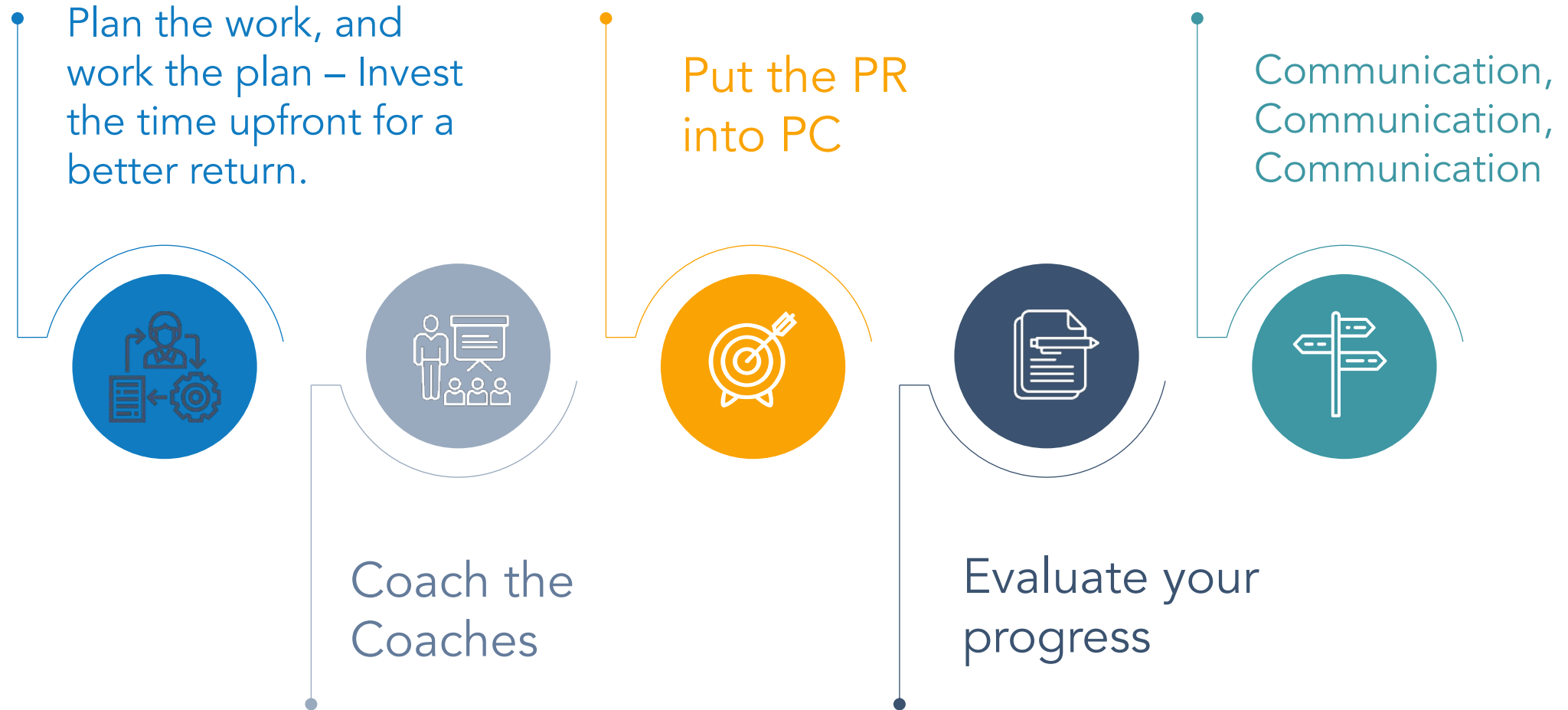
- Stark differences led to a “relaunch” of Performance Culture
- The need for a standardized and consistent approach enterprise wide
 - Operationalize Vaco’s Tenants
 - Codify and standardize goals
 - Create clear career mapping
- End goal: A unified performance management program with clear expectations for continuous coaching and performance conversations.



Next Level Leadership Evaluation



Lessons Learned





RESOURCES TO HELP

Leadership Alignment Planning Session – **sample agenda at:**

<https://performanceculture.com/organizational-effectiveness/>

Sample Workplace Behaviors:

<https://performanceculture.com/workplace-behaviors/>

PVM template – email **hello@performanceculture.com**



THANK YOU!

Sales@PerformanceCulture.com

To learn more and request a deeper dive