

TOTARA:

# OVERCOMING OBJECTIONS

*Change is hard. But it's also necessary to the success of your business. Here are a few objections you might hear, and some tips on overcoming them.*

## OBJECTION:



*"I don't have time to meet all of my team members regularly."*

It's natural for time-poor managers to worry that continuous performance management will take up more of their time. After all, more regular meetings sound more time-consuming than meeting once a year.

In fact, continuous performance management is less time-consuming for managers because it prevents issues before they become significant, and allows early corrective action to be taken. It reduces the burden of preparing, conducting and writing up an annual appraisal and instead fits into normal working patterns. Happier, engaged staff are easier to manage and less likely to leave. And we all know how time-consuming recruitment can be.

## OBJECTION:



*"The appraisal is the only guaranteed opportunity to make sure our staff are performing."*

That might be the case today, but with continuous performance management you've got more frequent opportunities to do this. In fact, it allows you to take early action for under performing staff, and get even more out of your higher performers.

## OBJECTION:



*"Many other things in the business calendar are planned around the annual appraisal."*

Just because something has always been done a certain way, doesn't make it the right one. But of course it's hard to change something that affects other areas of your business.

A common example of this is hiring windows and budget setting. It's common to use the annual appraisal period to make remuneration changes, and identify gaps which need to be filled by recruitment. But with continuous performance management, recruitment happens when gaps are identified, not once a year.

By doing this annually there's the risk that teams over-recruit because they know it's their only opportunity to do so. Similarly, team members who are unhappy with their salary may be frustrated at having to wait a year to discuss it, and start considering other options instead.