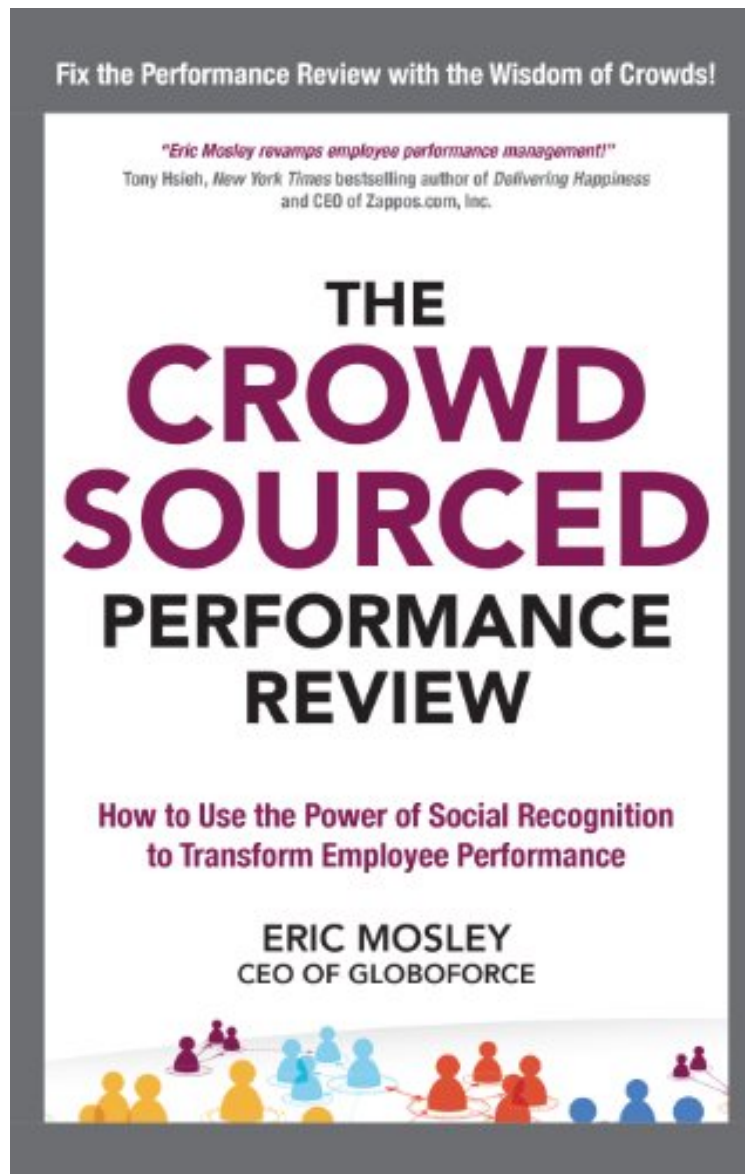


(Download) The Crowdsourced Performance Review: How to Use the Power of Social Recognition to Transform Employee Performance

# The Crowdsourced Performance Review: How to Use the Power of Social Recognition to Transform Employee Performance

*Eric Mosley*

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**Eric Mosley : The Crowdsourced Performance Review: How to Use the Power of Social Recognition to Transform Employee Performance** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Crowdsourced Performance Review: How to Use the Power of Social Recognition to Transform Employee Performance:

35 of 37 people found the following review helpful. Not every idea is a good idea. And not every "good idea" is a GOOD idea....By rscottp "Not every good idea is a GOOD idea." There is a fundamental problem with the concept here: It won't work. Why? Let's consider the issues: 1. It is likely not legally defensible. This is probably the biggest drawback. Do you want to be the "beta test case" for a class-action lawsuit? 2. The most "popular" employees are not necessarily the top performing employees on more relevant scales. 3. Not every employee is in a position to receive recognition, and all employees are most often not in an equal position with regard to either ability to give/get recognition, nor to be readily identified as the person who appropriately deserves to be recognized. 4. The basis for recognition may not always align with the goals, strategic direction, and objectives of the firm. 5. Crowdsourcing makes sense as a tool for determining qualitative feedback, direction, messaging, branding, etc. It has very thin correlation to quantitative matters such as on the job performance against relevant metrics. Knowing that the author of this book started a company that makes a hefty profit on the sale of gift cards used in recognition programs, it is not very likely that he can be objective when it comes to the topic. And, when one's business model is based on a technology that has been built for the sole purpose of maximizing a profit model on the resale of gift cards, it is easy to presume what his intentions really are. My recommendation, based on 20+ years of working in the field of employee engagement, is to recognize what is really going on here, and to give credit for a clever marketing ploy, albeit flawed beyond viability. I'd suggest instead that you consider more carefully how to determine reasonable, realistic performance metrics, tied to the imperatives of the organization, flexible and adaptable to change with the market and the mission of the company. And avoid the extraordinarily subjective, easily gamed, and simplistic ideas of Mr. Mosley. And, for what it's worth, gift cards are an immensely inefficient tool for recognizing performance. You need to look carefully at how much they really cost against how much value they deliver, remembering that 30-40% of what you are paying is taken to profit by either Mr. Mosley's company or the retailer who is thrilled to sell you the card. 7 of 7 people found the following review helpful. Could use more HOW, less WHY. By DocOnDev The author does a good job of explaining why you would want to do crowd-sourced reviews, but spends very little time on how. It appears the author offers crowd-sourced performance reviews as a service. Left me feeling like I read a great big sales pitch. I still learned a bit from reading this. 0 of 0 people found the following review helpful. Great book! By Julie Why companies don't use this is beyond me. The return on investment is worth the work to make it happen. Great book!

Praise for *The Crowdsourced Performance Review*: "Take advantage of the technology and data available to you and turn the dreaded performance review into a powerful force for decision-making and culture-building by using the methods outlined in this clear and clever guide." --Daniel H. Pink, author of *To Sell Is Human* and *Drive* "Social technologies aren't just changing how people interact, they're fundamentally changing how businesses must engage with people inside and outside their organization. In *The Crowdsourced Performance Review*, Mosley shows HR and business leaders why a 'groundswell' approach for employee recognition is the key to driving better employee performance. This is one of the most innovative enterprise uses of crowdsourcing I've seen." --Charlene Li, founder of Altimeter Group, author of *Open Leadership*, and coauthor of *Groundswell* "In what is easily the most comprehensive and provocative *Globoforce* book to date, Mosley lays out a clear vision for how modern recognition systems can be integrated with performance management. This is one of the most interesting, innovative, and potentially important new approaches to performance management that I have seen in many years of working on this topic." --Gerald Ledford, Senior Research Scientist, Center for Effective Organizations, Marshall School of Business, University of Southern California "The *Crowdsourced Performance Review* should be at the top of every HR professional's reading list. It shows convincingly why the traditional performance review doesn't work and how social recognition is the key to a performance system that actually makes an impact." --Kevin Kruse, *Forbes* Leadership columnist and bestselling author of *Employee Engagement 2.0* "As a pioneer in multirater feedback, I love Eric's new application! Social media comes to visit the performance appraisal. Many minds can be better than one! Read this and find out how." --Marshall Goldsmith, author of *New York Times* bestsellers *MOJO* and *What Got You Here Won't Get You There* Fix the Performance Review with the Wisdom of Crowds! Today's most successful companies are transforming their predictable "one-way" review processes into dynamic, collaborative systems that apply the latest social technologies. Instead of a one-time annual evaluation of performance, managers and employees receive collective feedback from everyone across their company. It's all achieved through crowdsourcing, and it generates more accurate, actionable results than traditional methods. With *The Crowdsourced Performance Review*, you'll create a review system that gathers the feedback of many, so you can make better, more informed decisions. And this new model is simpler than you think. It's based on three innovations: **CROWDSOURCING**: Applying the same techniques that companies like Apple, Angie's List, and Zagat use to inform customers, you can gather the same kind of data to inform managers. **SOCIAL MEDIA TECHNOLOGIES**: The most revolutionary communication tools since the telephone, these technologies have singlehandedly created a new language of business. **ORGANIZATIONAL CULTURE**: When managed well, it's one of the most effective tools for building and maintaining a competitive advantage. These three assets come together for the purpose of evaluating performance in the practice of social recognition--a system in which all employees recognize each other's great work on a daily basis. Social recognition creates engagement, energy, and

even happiness in a company--leading to the ultimate goal of a Positivity-Dominated Workplace.

About the AuthorERIC MOSLEY cofounded Globoforce in 1999 with the goal of reinventing the employee recognition industry for the global, multicultural, multigenerational organizations of the twenty-first century. As CEO, he has led Globoforce to its place as a leading provider of social recognition solutions, redefining how companies understand, manage, and motivate their employees.