

Business Category	Business Objective	Measure	Responsible	Frequency	Sub-Weightage	Category
Performance Management	Consistent Employee touchpoints	Goals & Objectives setting	Supervisor		5%	Roll U
		One on one	Supervisor	Monthly	10%	Roll U
		Review and Incentive	Supervisor's Supervisor	Quarterly	5%	Roll U
		Annual Appraisal and Bonus	Supervisor	Annually	5%	Roll U
Community Building (30%)	Build a Team Culture	Measure employee satisfaction/culture	President/CEO	Monthly	5%	Roll U
		Create career development plans for your team	Supervisor	Annually	5%	Roll U
		Employee Engagement Activities	HR	Monthly	5%	Roll U
		Quarterly R&Rs	HR	Quarterly	5%	Roll U
		Core Value Awards	HR	Monthly		
		Manage Corporate Voice and Communications	Marketing	Ongoing	5%	Roll U
		Lunch n' Learns	Marketing	Monthly		
		Employee Communications	HR	Ongoing	5%	Roll U
		Social Media Following : Twitter, Snapchat, LinkedIn, Facebook Followers	Marketing	Ongoing	5%	Roll U

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Brand Building (25%)	Building [Your Company] Brand in Community Channels	Website Management Marketing collateral creation all Branding initiatives	Marketing	Ongoing	5%	Roll U
		Reputation Management: Glass Door, Corporate LinkedIn	Marketing	Ongoing	5%	Roll U
		Event Management	Marketing	Ongoing	5%	Roll U
		Press Announcements / being mentioned in the news	Marketing	Ongoing	5%	Roll U
	Integrity (Qualifier)	Maintain personal dignity and collaborate with Honesty, Humility and Respect	Everyone	Ongoing	2%	Individ
	Accountability	Complete Deliverables on Time and on budget	Everyone	Ongoing	2%	Individ



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Demonstrating Core Values	Community	One Mission, One TEAM, One Goal	Everyone	Ongoing	2%	Individual
	Value	Always give more than is expected	Everyone	Ongoing	2%	Individual
	Innovation	Create high functioning, creatively driven teams	Leadership	Ongoing	2%	Individual