



## An introduction to the Rainmaker performance profiler

"It is not necessary to change.  
Survival is not mandatory."

W Edwards Deming,  
US statistician, author (1900-1993)

## The Rainmaker Performance Profiler

- It's powered by Momentum CPI
- Momentum CPI is the result of 30 years of research by Professor Robin Stuart-Kotze, Chairman of Behavioural Science Systems Ltd.
- It is a rigorous, independently validated & scientific approach
- It identifies and measures over 400 specific individual management and job behaviours
- Using 9 key behavioural sets it identifies in real time those behaviours that:-
  - Accelerate** performance
  - Sustain** performance
  - Block** performance

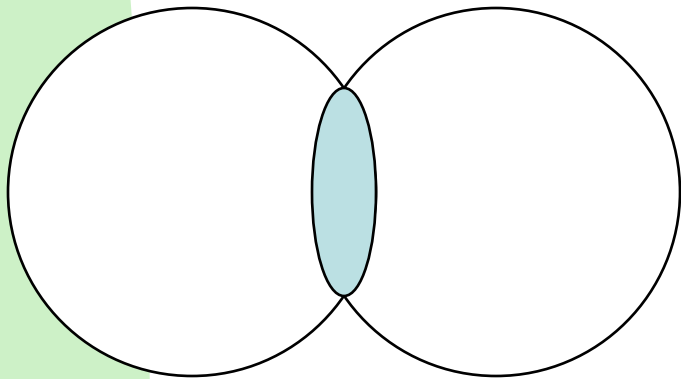
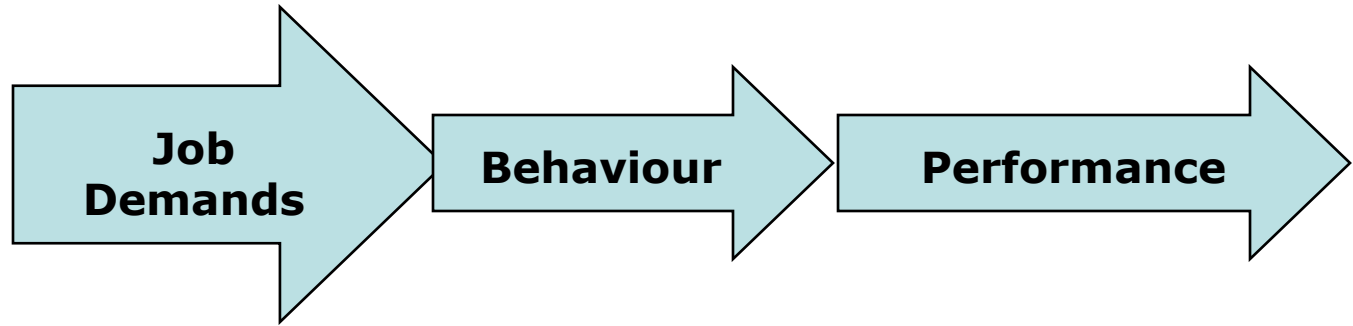
## Behaviour is the key to on the job performance

- Behaviour drives performance
- Performance is job specific
  - It is measured by the degree to which agreed objectives are met.
- Performance or effectiveness of an individual or a team...
  - Is a function of the degree to which their behaviours meet the needs of the job or project.
- 80% of performance is driven by around the top 20 specific behaviours
  - Knowing and understanding these is the key to performance improvement

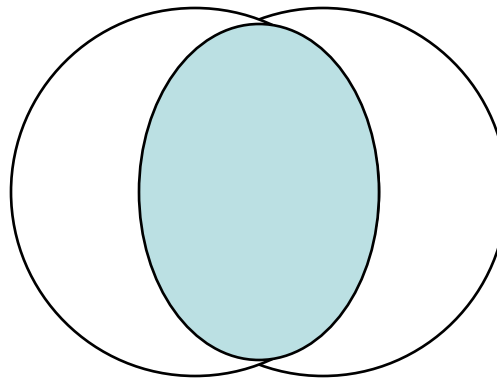


# Behaviour: It's the key to performance

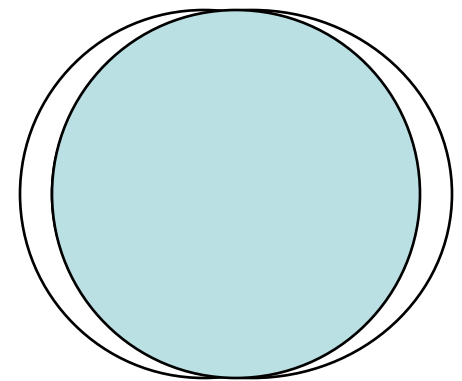
The Linkage is:



Behaviour      Job demands  
↑  
**Low Performance**



Behaviour      Job demands  
↑  
**Moderate Performance**



Behaviour      Job demands  
↑  
**High Performance**



# Rainmaker's performance profiler

With Momentum CPI

Situational pressures  
and role context

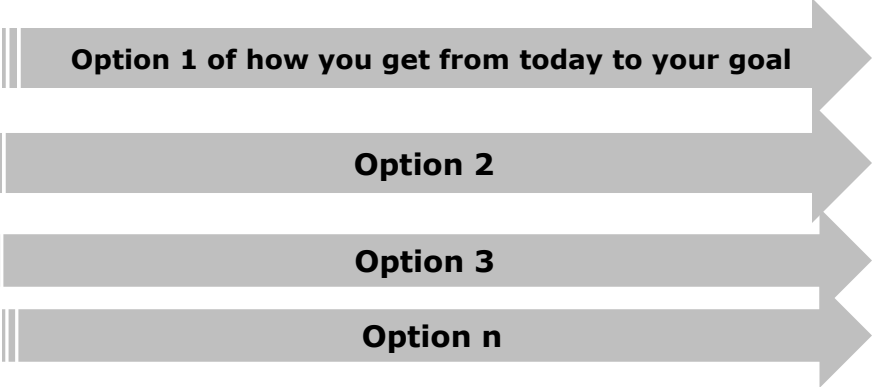
Accelerating  
Behaviours



Blocking  
Behaviours

Sustaining  
Behaviours

Where you are today  
Present State  
or  
"Reality"



Where you want to be  
Desired State  
or  
"Goal"

## Why do we use it?

- The short answer is because it works ...

The longer answer is

- It focuses directly on performance not personality unlike common tools
- The coachees tell themselves what they should be doing to improve performance
  - Because they tell themselves ...
    - it overcomes one key resistance to change
    - It shows precisely what people are currently doing
- It identifies those behaviours that make a difference
  - to organisational effectiveness and success
- It identifies those specific things that people do
  - to block momentum and pinpoints the major causes and identifies actions to deal with them
- It is also an indicator of stress levels of individuals
- All results are statistically valid and reliable



Extract from a manager's coaching plan built from the output of the performance profiler

**A N Other – what I need to do differently?**

<p><b>2009 Performance Profile</b></p> <p><b>Do more</b></p> <ul style="list-style-type: none"> <li>• Lead dog</li> <li>• Conductor</li> <li>• Coach</li> </ul> <p><b>Continue</b></p> <ul style="list-style-type: none"> <li>• Pillar</li> </ul> <p><b>Do less</b></p> <ul style="list-style-type: none"> <li>• Finisher</li> <li>• Pacifier</li> <li>• Chameleon</li> </ul> <p><b>Stop doing</b></p> <ul style="list-style-type: none"> <li>• Flare</li> </ul>	<p><b>Success Behaviours – end Q2</b></p> <p>Create the new order, this means:</p> <ul style="list-style-type: none"> <li>• Excite people and inspire them with a shared vision of the future             <ul style="list-style-type: none"> <li>• Try to see the big picture</li> <li>• Take a strategic focus on problems - a longer-term view</li> <li>• Try to co-ordinate the activities of people and groups-account teams</li> <li>• Provide clear direction for people</li> </ul> </li> <li>• Set clear priorities and make sure your reports do the same for their people</li> <li>• Look for linkages rather than boundaries between roles, units, functions, account teams</li> <li>• Try to delegate as much responsibility as possible</li> <li>• Take time for reflective thinking</li> <li>• Communicate, communicate communicate with your team and account teams</li> <li>• Get people committed to common objectives</li> <li>• Give and accept open and frank feedback</li> </ul>	<p><b>Success Behaviours for Q3/Q4</b></p> <p>Walk your talk, this means:</p> <ul style="list-style-type: none"> <li>• Establish consistency in approach and methods of work - best practice across accounts             <ul style="list-style-type: none"> <li>• Provide consistently high levels of support and encouragement</li> <li>• Maintain an atmosphere of free, open and candid communication</li> <li>• Provide good feedback to people on their performance</li> </ul> </li> <li>• Make sure people have the necessary knowledge, skills, ability, and equipment to do their jobs</li> <li>• Actively solicit suggestions for change and act on the suggestions</li> <li>• Change systems and procedures when they prove ineffective or not profitable</li> <li>• Make processes and systems user friendly, this means:             <ul style="list-style-type: none"> <li>• Make processes customer driven - for both internal and external customers</li> <li>• Create processes that establish continuous improvement</li> <li>• Communicate, communicate, communicate</li> <li>• Constantly question things in the light of what you learn</li> </ul> </li> </ul>
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## Extract from a coaching plan built from the output of the performance profiler

Action plan		
Areas for growth	Key requirements	Means and KPIs
		KPIs Means and KPIs
<b>2008 Performance Profile</b>		KPIs
Do more		<u>Means and KPIs</u>
Continue		
Do less		
Stop doing		KPIs





Picture of a team's strengths by area  
built from the output of the performance profiler

From strategy to implementation – the right balance?

