Increasing Organization Revenue by creating Job Role Clarity

Performance Management System is an important part of any organization. An effective Performance Management System not only contributes to the development of the employees but also motivates them to contribute more effectively. And this, in turn, has a direct impact on revenue making the company more profitable.

An effective Performance Management strategy encompasses everything from a review of past performance, giving feedback, identifying training needs, and planning career development direction. But this whole process can be successful only when the beginning is good.

When an employee joins an organization, s/he is assigned a job responsibility. In many organizations this is just a brief discussion between the supervisor and the new joiner. At that time what becomes most important is that the employee starts performing at the earliest. Often in this hurry, the role is not outlined to the employee properly. As per a study by *Effectory*, **50%** of employees across all sectors lack role clarity in the workplace. The result is that they are unable to perform as per the expectations of the organization.

Role clarity is the forerunner of productivity and a lacking can cause a lot of confusion, frustration, and ultimately hinder productivity. On the other hand, a clear definition of role clarity with the tasks, responsibilities, and processes at work can help in an **83%** boost in productivity as per *Effectory*. Hence this should be the first step when an employee joins.

But it is not enough to define a role to the employees. It is also essential to ensure that the employee performs as per the expectations of the organization. And that is where Performance Management System comes in.

As per the modern trend, the Performance Management System is done not once a year as was the trend in the past but is a continuous process. An employee deserves to know how s/he is performing to improve and be more effective. An effective Performance Management ensures a process of periodic review and feedback throughout the year with a Performance appraisal once a year for salary revision and promotion purposes.

When an employee receives regular feedback from their supervisor, not only on the lacking but also on where they are doing good, they can improve themselves and also feel motivated to contribute better. When there is an increase in employee productivity throughout the organization, the company on the whole becomes more productive and generates higher revenues.

So, if you are aiming for a higher revenue generation, the first step would be to find out if your employees understand what is expected from them. Then once the role clarity is in place, ensure that you have a Performance Management System in place to boost their productivity.