Productivity and Performance Management

Small businesses are often occupied with the need to deliver their product/service, attract new clients, maintain good customer relationship, manage cash flows, amongst other important tasks. With this pre-occupation, employee performance, which is important in supporting the growth of the business, is often overlooked. Productivity and performance management involve managing individuals, teams, and other resources, as well as monitoring and evaluating employees' output to maintain or improve workplace efficiency. Performance and productivity for increasing productivity and performance include:

management are central to measuring how much value each employee contributes to the success of the business.

Tips for improving productivity and performance in small businesses

As each individual employee contributes to the success and potentially the setback of a business, it is important for every small business owner to continuously put in effort towards improving the quality and efficiency of the workforce. Some helpful

Set goals	Define the business goals and clearly communicate them to your employees to ensure everyone has a common understanding of the business and its objectives
Script Operations	Ensure that all aspects of the work are clearly defined. Consider developing an operating manual that spells out what is to be done, how it should be done with dependencies and requirements for success
Invest in the Right Tools & Equipment	Provide your employees with resources that are required to perform the function of their roles efficiently. Keep pace with industry trends and innovation to ensure that you access the right tools cost efficiently
Use Positive Reinforcement	Encourage and reward your employees who do well, by providing incentives and and other forms of motivation for them to perform better. This may be by open praise, commendation, bonuses or gifts
Train and Retrain	Provide your employees with valuable skills and trainnings on a periodic basis to help them learn new techniques, develop new competencies and keep pace with industry and market evolution
Avoid Micromanagement	Productivity levels tend to rise when your employees are encouraged to take ownership of their time and resources. As such, give employees some measure of resposibility and allow them to take ownership
Conduct Staff Appraisal	Examine your employee's performance in relation to their job description regularly and provide comments and clarification to help them understand how they are doing on the job and how they can improve

Importance of productivity and performance management

Effective performance management contributes to increased business productivity by ensuring that each employee spends time on important tasks that are aligned with the company's goals. Other benefits of productivity and performance management include:

1. **Increases profitability**: consistent performance management enhances business profitability by increasing employee engagement, contribution to output and efficiency
2. **Identifies underperforming employees**: regular productivity and performance management processes enable business owners to detect underperforming employees and fix issues as they arise
3. **Boosts employee morale**: managing productivity and performance boosts employee morale, particularly when their efforts are recognized and rewarded

Productivity and performance applications

The goal of productivity and performance management is to provide a clear and consistent system for both managers and employees to work with to improve business outcomes. There are a variety of easy-to-use applications available to help small business owners track employee progress and productivity levels. Some of these include:

	Todoist is a to-do list (as the name implies) and a task manager for professionals and small businesses. Todoist allows users to keep track of the tasks they need to complete and when they are due, allowing them to prioritize and work in a logical and structured manner

Core Function	Features	Prices	Link
Task management	- App integrations - Reminders - Completed tasks archive - Comments - Productivity trends - Calendar sync - Automatic backups - Shared team inbox	Monthly plans cost between $3 and $5 (approximately N1,230 to N2,050)	https://todoist.com/users/showregister

	Asana is a cloud-based task management system that enables organizations to manage, collaborate, communicate, and organize their tasks and projects. Asana enables businesses to create a comprehensive list of tasks, share details on actions that are required and set deadlines for the whole project		

Core Function	Features	Prices	Link
Task management	- Tags and comments - Customer support - Setting priorities and due dates - Notifications and reminders - Automated updates - App integration - Email integration	Monthly plans cost between $10.99 and $24.99 (approximately N4,506 to N10,246)	https://asana.com/create-account

	ICeHRM is a human resource management system for small and medium-sized businesses looking to simplify HR administration. It helps a company's human resources department to effectively handle vacations, employee information, recruitment, employee documentation, attendance, timesheets, training, expenses, and performance reviews, among other things		

Core Function	Features	Prices	Link
Human resource management	- Automate leave management - Company information management - Payroll processing - Expense management - Recruitment and applicant tracking - Performance review - Time tracking	Monthly plans start at $9 (approximately N3,690) per 10 employees	https://icehrm.com/