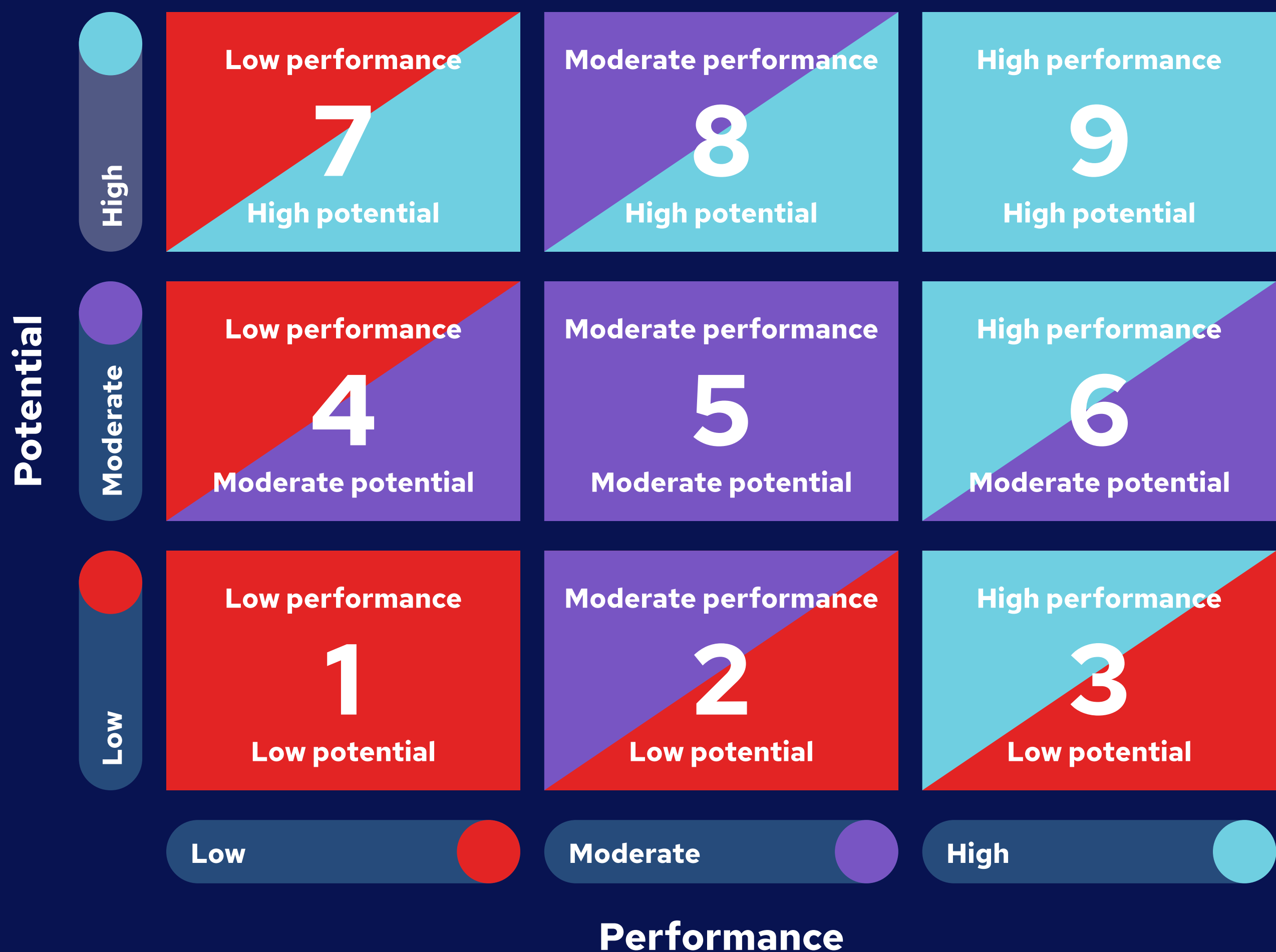


## Talent matrix for succession planning



### 1. Low performance, low potential

If an employee falls under this category and is underperforming, you need to take action as soon as possible. This person could be in the wrong role and need re-assigning. They may have to be performance managed, or potentially you may want to consider letting them go.

### 2. Moderate performance, low potential

These employees are good performers but have limited upward potential. This could be a specialised role where someone has reached their career niche. They perform well in their chosen area, and have little to no interest in upward development.

### 3. High performance, low potential

This is someone who is a high performer in their area and unlikely to move. Watch out for signs of boredom or lack of a challenge, as these are usually specialist talents and should be retained and rewarded.

### 4. Low performance, moderate potential

These team members have some potential to move up in an organisation, but for some reason, are not performing. If they are new to the business, look at your recruitment process – perhaps the job description did not quite reflect their expectations. If that is not the case, consider why this person is not performing well, give them a chance to discuss any issues they have, or assign them a mentor who can offer guidance.

### 5. Moderate performance, moderate potential

These are solid workers and core employees. It is easy to assume that these people do not need any additional help, but with support and coaching, they can become your future leaders. If placed in the right roles with good motivation, they will flourish. If they want to advance in their careers, provide them with projects and leadership experience.

### 6. High performance, moderate potential

It is important to challenge and motivate these employees as they are your strong contributors who have potential to move up in the business. Try to coach these employees and provide them with projects where they have the opportunity to reach their true potential.

### 7. Low performance, high potential

This category is often a new starter who is still finding their feet in the role. If this employee has been in the business for a considerable time and is still underperforming, it might be worth considering if they are in the correct role. Intervention is needed at this stage – you may find that a conversation with them will help discover any issues that may be holding them back.

### 8. Moderate performance, high potential

These are your future stars who are valued across the business. Ensure that you recognise their contribution and help develop and challenge them. Give them additional responsibility and stretch their potential.

### 9. High performance, high potential

These employees are capable of significant upward movement and have the highest potential for senior succession. You should consider promotions for these employees and monitor them to make sure they have enough responsibility and challenges. Make sure you retain and reward these employees.