

TOOL 4 – PERFORMANCE APPRAISAL FOR GENERAL MANAGERS



Key Task(s)	Performance Evaluation by Appraiser				
	Does Not Meet Expectation	Meets Expectation Sometimes	Constantly Meets Expectation	Exceeds Expectation Sometimes	Constantly Exceeds Expectation
Develop business and professional networks					
Foster an atmosphere of inclusiveness with diverse external stakeholders and the global business community					
Conduct situational analysis to assess the organisation's internal and external business environment and landscape					
Incorporate research findings into business strategy development and planning					
Evaluate costs of retaining and acquiring new target customers and market segments					
Manage resources, logistics and manpower requirements for business plan implementation					
Oversee development, evaluation and enhancement of predictive models for business planning and forecasting					
Measure and evaluate business impacts from data analytics					



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Strategise organisational response to market changes					
Direct business negotiations with key customer accounts and strategic business dealings					
Establish business networks and contacts for partnerships					

Important Notes about this Document

**Please Note: this is a generic template and some of the data we propose may not be appropriate for your organization, region or country. This template could be adapted according to your specific needs.

This document is aimed to provide general information to enable individuals, employers and training providers to be acquainted on the skills for career, training and education purposes.

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