



ShopFully

INTERNATIONAL GROUP

Performance Management System

2019



Shopfully Group

Shopfully Positioning on the market

ShopFully is the leading drive-to-store and **shopper marketing** platform, used by **50 millions of customers** in the last mile between planning and purchase in **physical stores**.



From **Mobile** to **Store**



A NEW APP



100% DIGITAL SHOPPER



**SHOPFULLY TECH ON YOUR
WEBSITE & APP**



ANALYTICS & INSIGHT



Working with 650 top clients globally

Milano - Bologna - Cagliari

Mexico
City

São Paulo

Sydney

Why

Why we need a Performance Management system



The business is changing faster than ever before...



- Common alignment on how we evaluate our people.
- Strong common identity and sharing of meaning.
- **Smart Organizations** are reacting leveraging on the dynamically adaptive ability and collaborative intelligence.

...Our workplace is evolving and we need to be ready...



- As Individuals we need to become **“life-long students”**.
- Constantly **review priorities and keep the focus on value creation**.
- As leaders we need to **coach & develop our people** to be excellent.

...And empower our people with a simple and effective Performance Management System



- We focus on **goals that bring value to the customers** - few goals, with measurable KPIs.
- Everyone must have a **personal evaluation on behaviours**.
- We all need to give and receive **feedback** regularly;

At ShopFully we need to empower our people with:

- clear and measurable objectives;
- ownership and common behaviours;
- make things simple to be all focused on value creation;
- build a collaborative culture that helps everyone reach their full potential.

What

What is a Performance Management system



The Performance Management System is a cornerstone of the **company performance**.

Managers and employees are **equally responsible** of the right performance management.

PMS objectives:

Be focused on the “WHAT”:

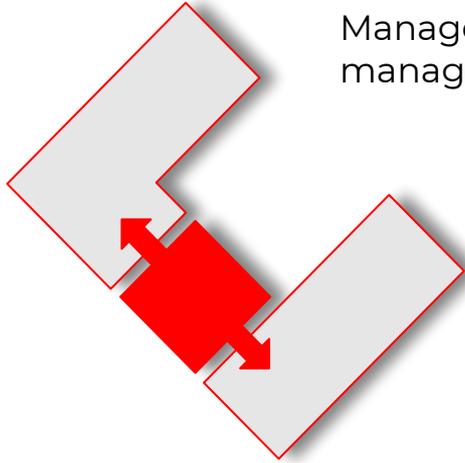
- Sharing **objectives** and clarify **priorities**
- **Assessing the achievement** of the expected results

And raise the bar on the “HOW”:

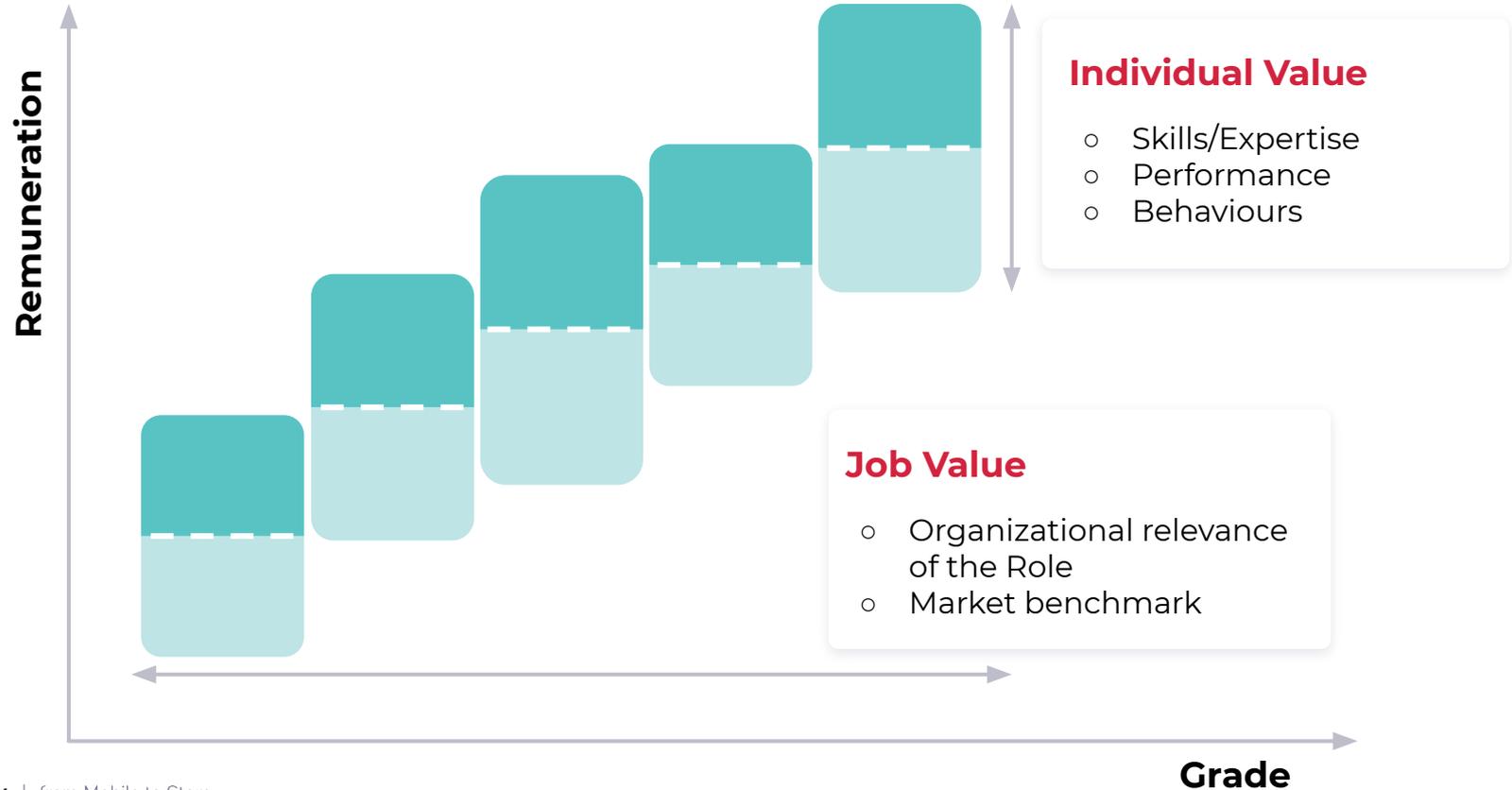
- Set **common behaviours** that influence the quality of the performance.



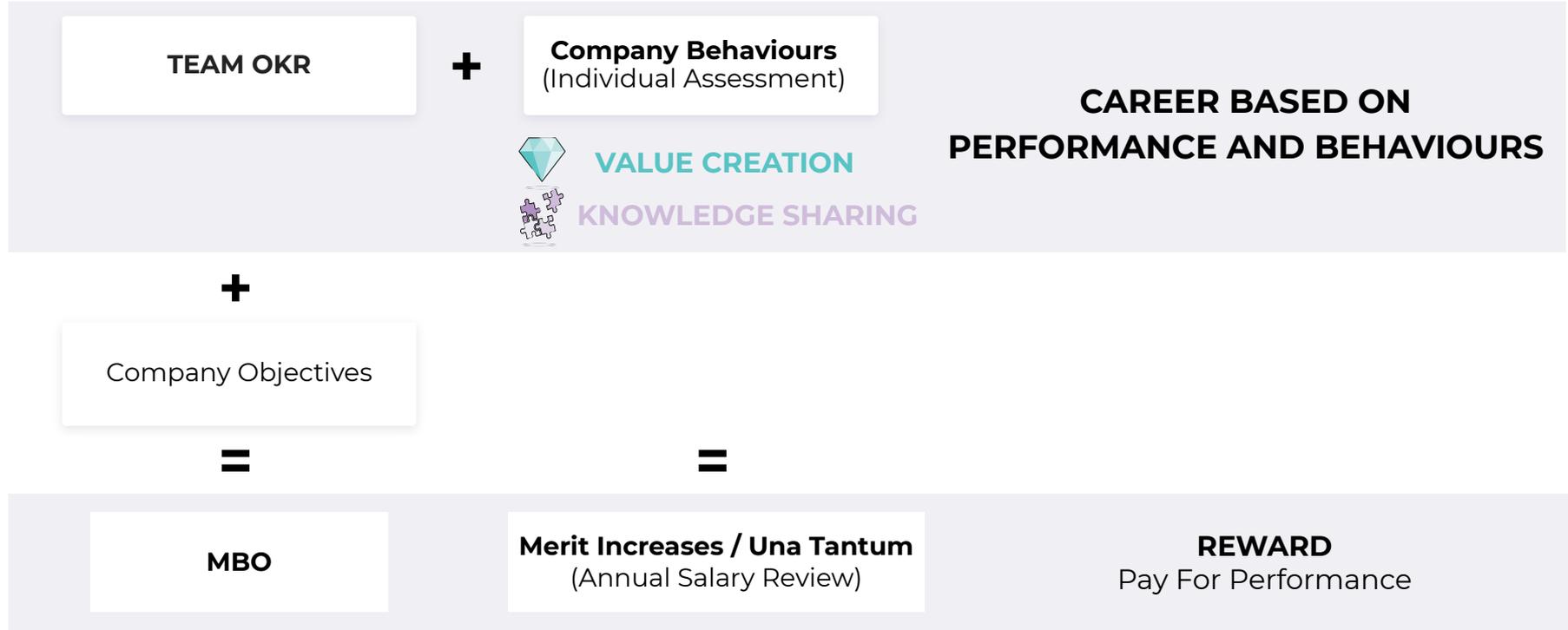
- ✓ Identifying and recognizing the **best performers** - **MERITOCRACY**
- ✓ Fostering a **feedback** loop
- ✓ Drawing a **personal development plan** for all employees.



A common path to Meritocracy



Performance Management system: the framework



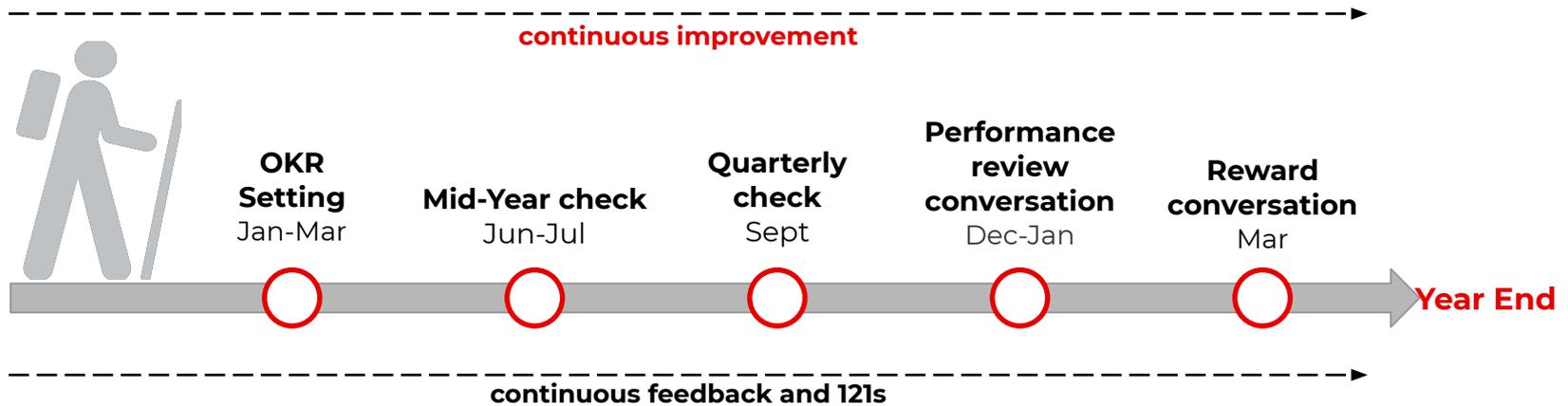
How

Performance Management system: the process



What does this process mean for the line managers?

- More **feedback** and **coaching**;
- **Quarterly check-ins** with the team, accompanied by the more formal **mid-year** and **end of year** reviews;
- **Regular monitoring on priorities and targets** ongoing throughout the year: the OKR become the main subject of discussion and update during staff meetings and retrospectives.



Thank You!

