# EVERYTHING YOU NEED TO KNOW ABOUT

# HIGH

# PERFORMERS

High performers have been the talk of the town when it comes to the growing workforce. Being, attracting, and keeping a high performer (HiPer) around is about nurturing their **potential**, understanding their challenges, and providing them with a **balanced and motivating environment.**

So, whether you are a HiPer yourself or a manager trying to grow your team with these exceptional employees, we prepared this 2-part guide into the HiPer Life.

## PART 1

### Becoming a High Performer

· Balancing the High Performer in You and the Internal and External Challenges HiPers Face

## PART 2

### Growing with High Performers

· Identifying, Attracting, and Motivating High Performers to Work for and Stay With You

# PART 1

## BECOMING A HIGH PERFORMER

# High Performer or High Potential: Balancing Your Ideal Work Self

Identifying where you fall in the high performer (HiPer) and high potential (HiPo) matrix can give you clarity on what areas need improvement before taking the next step in your career.

**Showing your boss how you're one or the other could be the right move in getting that long-awaited promotion, given more responsibility, or solidifying your spot among the leaders of your organization.**

### High performance & high potential, what does that mean?

While they're easily confused with one another and some traits do actually overlap, these two roles can have a different impact in the workplace.

## HI-PER

High-performing employees usually set the pace for consistent and outstanding results. That means they can let their high-caliber results do the talking. Though a high performer may not envision a leadership position, their value to an organization can later trigger a promotion towards a management role.

## HI-PO

A high potential employee responds to challenges, tasks, and opportunities proactively and may have an interest in growing beyond a singular skillset. Plus, a high potential employee has the capacity to shine in leadership roles because they share the drive for reaching new heights and ambition for company growth.

Working on both sides of the potential and performance coin will help you find the right professional balance for success and help you stand out above the rest.

Neither performance nor potential is one note, and some fine-tuning is needed for both before recognizing which areas make you an asset to your company.

# STRENGTHEN YOUR PERFORMANCE

**1**

### Network with purpose
Take the time to master the art of your craft and take inspiration from those who have done so already. **Partner up with a fellow high performer and see how their style can help you improve yours.**

**2**

### Lean into learning
Gain knowledge about aspects of your industry and **round out the skills that will help you better prepare for future shifts in the workplace.** Help yourself while helping your company reach its goals.

**3**

### Examine the challenge
**Look for bigger and better ways to improve your output with a c-level mindset,** even if reaching the heights of the corporate ladder isn't a personal or professional goal.

# NURTURE YOUR POTENTIAL

**1**

### Ask big questions, give bigger responses
Establish an interest in company strategy and decision-making and then **use your intuitiveness to take steps in solving company challenges or issues they may be facing.**

**2**

### Trade comfort for opportunity
Don't sit on the sidelines tackling safe projects. **Extend your expertise and accept challenges outside your comfort zone to show that you're a reliable resource for any task.**

**3**

### Share your strengths
Establish a foundation for long-term productivity and success within your company and **share your insight and adaptability with others** to demonstrate your capacity to lead.

# PUT THE RIGHT FOOT FIRST

Being identified as a HiPer or HiPo employee can help the leaders of an organization create a working system that fits your needs, but being recognized as one, the other, or both; is in your hands.

Understand your personal and professional goals so that the visibility of your efforts doesn't go unnoticed or unrewarded. But be warned, being a high performer isn't all rainbows and butterflies. Staying at the top of your game takes consistent growth and strategic refining.

## The Challenges of a HiPer

The challenges that block a HiPer's progress can come in many shapes and sizes. Take notice of the warning signs within yourself and your company that can slow down your growth and make adjustments where necessary.

Personal and professional upkeep in areas like



**PRODUCTION & MULTITASKING**



**TOOLS & RESOURCES**



**MENTAL & PHYSICAL HEALTH**

is key to maintaining a balanced HiPer work lifestyle.

**Here are a few personal and professional stumbling blocks that sometimes sabotage the success of HiPers.**



# BALANCE BEFORE BURNOUT

**Personal:** HiPers often find themselves putting professional priorities above personal pampering. Constantly forfeiting personal time to get the job done is a recipe for burnout. So, kick your feet up once in a while. You deserve it.

**Professional:** High achievers should reevaluate their multitasking skills. Splitting your attention into multiple tasks and projects at one time means less than 100% of your energy goes into each assignment. Manage your time and give each task its own space and focus.

## CONCERNS WITH CONFIDENCE

**Personal:** Keep tabs on your ego. Work relationships can struggle when confidence translates to cockiness. You don't have to be friends with everyone in the office, but if you want healthy relationships in the workplace, consider recognizing and respecting the workloads of others.

**Professional:** Don't be afraid to challenge yourself with projects and responsibilities just outside of your comfort zone. Be mindful of what's already on your plate, but opportunities to demonstrate potential success in other areas may be few and far between so try and take advantage of what's available.

## VOLUME OF VISIBILITY

**Personal:** Take advantage of your networking skills and let your work, skill, and experience shine. Being brought up by name to managers from satisfied clients, or colleagues you've had successful collaborations with, will be hard to forget when discussions about raises and promotions come up.

**Professional:** You can't help it if there's a project that requires attention over the weekend, but you can most definitely put your foot down if you're the only one handling every late-night assignment. It's great to have your dedication and work ethic recognized, but don't let it justify being taken advantage of.

# TROUBLE-SHOOTING YOUR TOOLBOX

**Personal:** Growth demands upkeep. Take an online course in your downtime, ask a mentor for helpful exercises to perfect your craft, do something you'll look back on and be thankful for.

**Professional:** Long-term success may require an updated tool assessment. Understanding what tools and resources you need to optimize your workflow can be a gamechanger for you, your team, and your company as a whole.

# STIFLED BY SURROUNDINGS

**Personal:** Distracting clutter in your office space or negativity and doubts in your mental space can have a disastrous impact on your productivity. You don't need to keep a spotless desk or a brief meditation session before clocking in, just space and energy that fuels your most productive self.

**Professional:** Whether it's the company culture or community, top talent prospers when surrounded by like-minded individuals who share similar values and goals. If whom you work for and the people you work with aren't interested in your professional development and success, then perhaps it's time to move on.

# PART 2

## GROWING WITH HIGH PERFORMERS

## High performers vs average performers

It's not just a difference in the name that separates a HiPer from an average performer. For companies, if the HiPer mentality doesn't speak for itself, the numbers sure do:

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**"High performers are 400 percent more productive than average ones... In highly complex occupations—the information and interaction-intensive work of managers, software developers, and the like—high performers are an astounding 800 percent more productive.**

–"McKinsey Global Survey: War for talent 2000," refreshed in 2012

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HiPers are more than an idea or employee goal, they're game-changers in the workforce that are highly coveted by business owners and company leaders in any industry. **It's important to understand, identify and leverage the HiPers you already have in your teams.** Through your current employees, potential hires can see for themselves what success with your company looks like, which will give you the edge over your competitor.

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**"... the single biggest constraint on the success of my organization is the ability to get and to hang on to enough of the right people."**

– Jim Collins

### Attracting and Motivating High Performers to Work for You

Having the ingredients to keep HiPers around, like a nurturing environment and a development plan, is only half the work that's needed. How you use that knowledge and adapt can be the difference between bringing in new high performers and losing the ones you've got.

### Key Elements

Convincing high performers to work for you instead of your competitors shouldn't be difficult but should be done right. Do you have these key elements to expand your team with even more high-performing employees?

### - Goals to Go For

Work your company goals for success into their own. Just as their performance is what drew you in, your path for them and your company's success should also draw them in. **Show them a career plan that acknowledges their value and has a structure for their professional growth.**

### - Engaging Environment

A healthy work environment and competitive culture can be just as exciting as a pay raise and may even be more sought after if their current company feels stale. **Having a workplace culture that accommodates high performers could be the deciding factor in choosing you over others that may be interested in them.**

### - Recognition Beyond Results

Move past their results for just a second and think about how these candidates can fit in on a personal level. **Let high performers know that they're not only wanted because of the outcomes of their work ethic but also because of how well they'll fit in with your company's culture.**

### - Growth and Development

Share your company's high-performance culture and let new potential hires know **that you understand and can provide the right work environment for their needs and growth**. There's nothing more enticing for a high performer than the perfect conditions for progressing one's career.

### - Share the Spotlight

Sure, a high-performance culture is essential for enticing new hires, but actual **examples of success will come from putting your current high performers front and center.** Bringing your top producers into the interviewing process to motivate high performers to join your team will solidify their vision for success while working with you.

### - Top Talent Tactics

Making your high-performing employees part of the hiring process can help in **gaining insight on whether or not your candidates possess the performance qualities, employee characteristics, and technical skills of a HiPer.** Your top performers will know if new hires are ready to adapt and take on the company's culture and work environment.

### - Ensuring Examples

As your high performers ask all of the critical questions necessary for gauging a candidate's work habits and mindset, they could also demonstrate a level of challenge and engagement that new hires are craving. **Your employees can best answer all of the questions new high performers may have about their growth moving forward with the company.**

# STRATEGY MATTERS

The right strategy is one that can be used for motivating new HiPer prospects and maintaining the ones you already have.

If you're interested in motivating HiPers to work with your company, make sure you've done your part to facilitate a workplace environment where they can feel encouraged, be engaged, and thrive.

It's best to identify what's working and what isn't for your company and your team before you're faced with your strongest and largest output contributors leaving.

## Why do high performers quit?

Whether you find yourself confronted with this question from first-hand experience or simply curious, the question must still be asked and answered.

It's clear that HiPers are some of the company's most valuable players. So, what might cause these superstars to feel the urge to leave their job, or worse, their bosses?

**Consider this:**

### - They work hard for the money and recognition

Most HiPers know that every person has their own work style and pace. Still, when looking at the bigger picture, it might be disappointing for them to see their efforts aren't paying off while team members that are not pushed as hard are rewarded.

Maybe they are absorbing new responsibilities or tasks from another team or department while expected to keep up their high performance for independent projects. **Trying to keep up with too many responsibilities and always out-of-reach expectations may lead your top performer to burnout.** Plus, it may also be frustrating to a HiPer if the increased responsibility doesn't come with a proportional bonus or promotion.

### - Company cultures sometimes clash

Company culture can either keep top talent highly engaged or make them look for a way out. As part of their nature, HiPers are driven to over-deliver, yes, but they also need:

**CLARITY**

**FEEDBACK**

**BALANCE**

Dealing with a toxic or stressful work environment or an inattentive manager will likely feel like an additional task or an obstacle they have to walk around to get their work done.

If a HiPer, as a consequence of their results, is always thrown in the mix to solve issues among teammates or pick up the "slack," then it should be no surprise when they crash under pressure.

- **No promotion, no motivation**
How can HiPers reach their full potential when they are spread too thin without recovery periods? Having no spare time limits their opportunities to grow and learn new skills, which is counterproductive for their career advancement.

So, while their boss will likely appreciate that their performance is always at its peak, they can also be overlooked or the expected norm. HiPers will likely talk to their manager(s) about a shift in workload, the possibility of a promotion or transfer, or whatever may help their work-life balance. But fair warning, if their concerns are met with a negative response or fall on deaf ears, top performers could end up looking elsewhere.

**So, just to recap, you can Identify, attract, and keep high performers by:**
- Providing the engaging environment they want to work in.
- Sharing the spotlight with your high performers.
- Working your company's success into their own.
- Offering roles and projects that will support their career advancement.
- Recognizing their high-performance mentality and drive for continuous learning.
- Creating a plan that rotates them into high-performing teams for support and mentorship.
- Ensuring merit-based promotions by suggesting regular performance reviews.

# GPAC: CHANGING THE RECRUITMENT GAME.

Recruitment is a people business, and we understand the value of top talent, which is why **OUR HiPers are committed to bringing the right people together**.

Our focus is on the hard work and dedication necessary to build strong relationships in the workplace in every industry around the world.

We've built a networking system and have trained each of our recruiters with the essential tools for tackling every situation no matter the size or difficulty.

We value and match talent in all forms and at every stage of their employment. Whether you're looking to make a career change or looking to expand your team, we'd love to work with you.

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