

**“We want to grow from Rs.66cr to Rs.100cr this year...and we want every individual in the organisation to contribute and be a part of the growth. We do not have an HR Team...never had one, as we believe that HR is more common-sense than anything else.”**

This 30 year old company was a significant player in the field of power conditioning.

### **Our Diagnosis**

While HR is certainly common-sensical to some extent, a structured process was required to set goals and help every individual understand his own contribution to the growth of the organisation.

We also noticed that there were communication gaps between the Senior Management and the rest of the Team, there was lack of participation in target-setting, all of which certainly needed to be addressed.

### **Action**

We had detailed interviews with the Directors and the Senior Leadership on their vision for the organization.

We created a series of workshops where employees at different levels were guided through the organisation’s desire of setting up a Performance Management System. The participants contributed to designing the system and finalizing the operational parameters. Kelsa then guided them through the goal-setting process , cascading the organizational goals through functions down to individual goals for each of the 350+ employees.

### **What we Achieved**

A transparent mechanism of identifying outstanding performers was in place. Each associate was now able to understand the fabric of performance as a whole and appreciate how their colleagues could also play a crucial role in their own success. Informal conversations were now converted into result-oriented ones.

Everybody knew what to expect at the end of the year.

The company went on to become a 96cr company before the targeted time.

