

REFLEKTIVE'S 9-BOX QUESTION TYPE TOOL: 5 REAL-WORLD USE CASES

Building Employee Development Plans

Unfortunately, most companies don't have a workforce that's populated entirely by star performers - you usually have Moderate and Low Performance employees too - and to cultivate them all effectively you need to build developmental plans that are tailored to their individual capacities to perform. Start by categorizing your employees with the 9-Box Question Type tool into their appropriate Performance and Potential categories. Then, after taking your developmental plans live, use the 9-Box tool again to check their progress. If you don't see adequate movement up the Performance axis, you'll know that either your developmental plans weren't effective or your employees have simply reached their highest Potential scores already.

Building a New Business Team

When you're tasked with building a new business unit - like a growth marketing or CRM team - it's critical to track their progress early and often. If they're in-house transfers, you'll have historical performance data to review (that might not even be relevant to their new roles) and if they're external hires you'll know as much about their skills as you can surmise from their hiring interviews. Use the 9-Box Question Type tool to rapidly assess how well your new team members are doing, and specifically if they're just growing into their roles - High or Moderate potential - or if they're simply not the right fit.

Opening a New Office Branch

Your company just opened a new branch office and they've asked you to recommend a prospective manager for it. Your move is to run a leadership-themed 9-Box review of your workforce while keeping a particularly close eye on candidates that score highly in both the Potential and Performance axes. You want the newly minted branch manager to hit the ground running, but also have the capacity to mature in his or her role too.

Restructuring and Scaling Your Department

Depending on the speed of your company's growth, you'll likely need to restructure and scale your organization. Developing and using 9-Box grids in addition to other evaluation tools (e.g. rating scale) can be useful for assessing employee potential.

Launching a Big Marketing or PR Campaign

When it comes to launching a big marketing or PR campaign, you don't have much room for error. There's just too much at risk to get it wrong - including viral bad publicity. So, start your team-building process for the campaign by developing 9 Box grids for all the essential roles you'll need to fill, and disregard anybody who doesn't score as High Performance or Moderate Performance.