



# **Performance Leadership: The Next Practices to Motivate Your People, Align Stakeholders, and Lead Your Industry**

*Frank Buytendijk*

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Why do so many scorecard projects fail? Why do managers treat information as a source of power to be protected, instead of an asset to be exploited? Clearly there has to be a better way of managing performance. After witnessing countless initiatives fail, Oracle thought leader and former Gartner analyst Frank Buytendijk challenges conventional wisdom on the best practices of performance management and developed a new framework that predicts and improves organizational behavior--which in turn maximizes business performance both inside and outside an organization.

In *Performance Leadership*, Buytendijk takes a breakthrough approach that focuses on people's behaviors both within and outside of the organization. He presents the “next practices” of performance management, revealing that the trick is to focus on human behaviors to create strategic alignment across the organization. After reviewing the most popular methodologies today, Frank shows how predicting and correcting human behaviors is the key to achieving your desired results.

Performance management is intended to support decision making, manage business operations, and drive people's behavior. In most cases, however, the behavioral side is forgotten. The framework in *Performance Leadership* enables you to

- Motivate your people to follow a common path
- Avoid dysfunctional behaviors
- Create strategic alignment--all people taking the right actions
- Raise the bar of expected performance

Full of case studies, practical examples, and unconventional thinking, *Performance Leadership* will help you create better management processes and performance indicators that will help you make the most of your scorecards and strategic plans.

Our changing performance landscape is still evolving, as it continues to be formed by strict regulations on compliance and transparency, a global economy, social pressures of greater corporate responsibility, and a wave of new business innovations. In this ever-changing new business environment, *Performance Leadership* is a forward-thinking road map you cannot afford to be without.



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