

R O L E S C R I P T TM

Setting the Stage for Enhanced Performance

The Leaders in Role Clarification



Imagine a movie or a play where every actor is working from a slightly different script — and the director has a script that doesn't match any of them. That's what it's like in most organizations today; and why people can't get the results they're aiming for.

Clarifying roles and expectations

The major cause of unsatisfactory performance isn't the people or the management. It's faulty communication of performance and role expectations. Job descriptions quickly become outdated. They also omit the most important step in matching action to expectation: *how* the job must be done, not just what tasks it contains.

Unclear roles

If people aren't absolutely clear about their role and how they're expected to do it, how can they perform as expected? Though it's hard to believe, we find significant differences of understanding in more than 90% of cases. The employee is faithfully doing what he or she thinks is required. Only that isn't what the boss actually wants.

Even more incredibly, where there are similar roles supervised by different bosses, the bosses themselves rarely agree on what the role is about and the standards they should be setting.

Inaccurate expectations

Expectations determine performance. If someone has the wrong expectation of what must be done, they'll still try to meet it, with predictable results.

Bosses judge performance against their expectations of the role and the person filling it. They think the employee understands what they want, but they're often

wrong. It's not their fault. They have no agreed way of communication, clearly and simply, what they require. The result is confusion on both sides.

Unsatisfactory performance

Carrying out agreed job tasks isn't enough to produce good performance. They must be done in the right way.

Few jobs today are so simple that it's enough to do what's laid down without worrying how. From senior management roles to specialist staff, customer service to sales, *how* people approach their work makes all the difference.

Does everyone in your organization have an agreed, clear way to tell people how to tackle their roles to match expectations and ensure top performance?

If the answer's no, you're in danger of wasting time and money — and still not getting close to the level of performance needed to survive and prosper in today's globally competitive world.





Expectations

Directing the action



ROLESCRIPT™ gives you the tools to get back in charge of the action. Its simple, clear reports show you where miscommunications exist — and exactly what's needed to put them right.

Any event will turn out better when everyone involved is working from the same, agreed script. Give your people the benefit of knowing precisely what's expected of them and how they need to approach their roles to be successful. The best movie directors make sure the cast understand exactly what's required, then step out the way and let them perform. That's what the best corporate leaders do as well.

ROLESCRIPT™ at work

Clarifying Needs

ROLESCRIPT™ lets everyone directly concerned get involved in clarifying what needs to be done, how it should be tackled and what expectations need to be met. It works by analyzing role needs and matching them to specific actions.

Giving Direction

With ROLESCRIPT™, supervisors can ensure everyone has a clear understanding of the nature of their job, the role it plays in the wider effort and how it fits with other roles. No confusion, no unintended overlaps, no waste of time and money re-inventing the wheel.

Maintaining Focus

Organizations that use ROLESCRIPT™ can ensure everyone is focused on the same goals and is approaching them exactly as intended. With no confusion, there's a massive saving in effort, resources and money. And a steady focus on what really matters is the best way to produce outstanding results.

Choosing the Cast

Putting the right person in the right job is made easy with ROLESCRIPT™. The role profile it produces shows you exactly what will be needed to be a success, in terms that are simple to match up with almost any process of selection. Having the right cast in the right roles makes everyone's job easier.

The Leaders in Role Clarification

ROLESCRIPT™ were the original inventors of on-line systems to profile roles and they're still the leading supplier of role clarification services to organizations around the world.

The ROLESCRIPT™ system is available any time. All that's needed is a web browser and Internet access. And whether one person or a hundred are involved, ROLESCRIPT™ provides a complete solution for all your role clarification needs.

To see how ROLESCRIPT™ can solve your problems, contact Martine at the address and phone number below or visit our web site.

ROLESCRIPT™

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