

PERFORMANCE MANAGER, NOT PEEPING TOM

Work performance improves whenever you can measure work output, identify and resolve problems, and provide appropriate feedback to employees. At the turn of the last century, these principles were applied to the development of high-performance industrial assembly lines. These same basic principles can now be applied to those who are performing computer work to boost productivity in the white-collar workplace.

Anything that an individual does on a computer can be recorded in some way. In society today there are many surveillance methods available to companies, including software that monitors the content of e-mail, video surveillance, telephone recording, and so on. But playing the “peeping tom” by capturing this detailed information verbatim violates an employee’s sense of privacy and security. Moreover, it provides too much detail to allow a manager to effectively use the information for work performance evaluation and enhancement.

A performance management tool needs to be powerful enough that it measures how much work a person does and exactly when the work is performed, as well as sensitive enough that it measures when the work is of appropriate quality. It must also achieve this without violating the employee’s sense of privacy.

MEASURING WORK PERFORMANCE

Work performance is often assessed by numeric ratings made by a supervisor or manager. In forming subjective opinions, however, the supervisor or manager seldom has objective performance information at hand. According to Dr. Stanley Malos,ⁱ employees respect an appraisal system that is:

1. objective rather than subjective
2. based on analysis of job performance
3. based on behaviors rather than traits
4. within the control of the person being measured
5. related to specific work performance, not global assessments
6. communicated to the employee

Unfortunately, when it comes to measuring computer work performance, it has been difficult to satisfy all of the above criteria - until now.

PRIVACY WITH SECURITY

The Prodyx-PDX service uses a powerful and unique patent-pending tool that objectively measures the productivity of anyone using a computer. Unlike spyware, adware, and the many surveillance software programs already in widespread use by many companies, our service measures the actual quantity *and quality* of computer work without invading an employee's privacy. This provides managers with objective information on the work being done, but it preserves privacy because the content of the work is never monitored and therefore is never available for scrutiny. All information is powerfully encrypted at the highest level for maximum security protection.

POWER TOOL PRODUCES POWERFUL RESULTS

The Prodyx-PDX service analyzes objective work performance information and presents this to managers as business intelligence. This permits an easier understanding of how their organizations are actually working, when there may be issues requiring attention, what the real impact of any interventions will be, and where there are opportunities to optimize organizational productivity.

The service is economical, flexible, and completely customizable. It allows as much or as little data collection and analysis as requested. The Prodyx-PDX service uses a small, web-browser plug-in that can be deployed in a login script; there are no complex software programs to install and no conflicts with PC operating systems or other software, adware, spyware, anti-virus software, or firewalls. If your employees use a PC and have occasional access to the Internet, this service will work for you.

When you first begin using the Prodyx-PDX service, you will be closely guided through an initial setup process that organizes how you want to receive your business intelligence information and what measures are most valuable to your managerial decision-making. You can choose to see how your company is working at many levels - from an individual employee, group, or department, to the entire organization as a whole. You decide how you wish to organize the objective information gathered for your company, and you will receive a weekly Prodyx report that will quantify work productivity so you can track production rates in your company.

ⁱ Malos, S. B. (1998). "Current legal issues in performance appraisal." In Smither, J. W. (ed.). *Performance Appraisal: State-of-the-Art Methods for Performance Management*, San Francisco: Jossey-Bass, pp. 49–94.