



# The Power of the Performance Review

Articulate Your Value



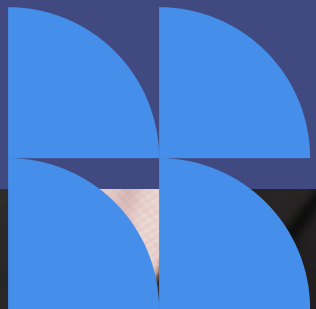
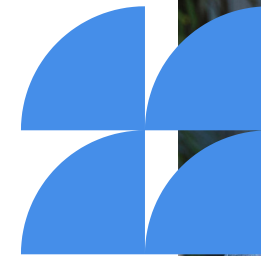
# GREAT OPPORTUNITY

If you approach your performance review in the right manner and have the right arguments ready, you can view your performance review as a great **opportunity.**



The first thing you should do before your annual performance review is to consider the sort of salary you are seeking and/or consider if there is the potential for a promotion.

Then, to achieve this, the most important part is to think of ways to **showcase your value.**

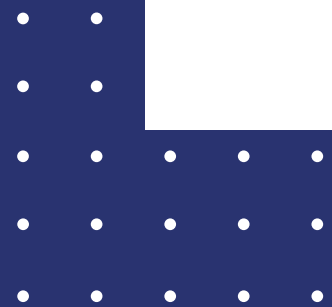


# A SALARY INCREASE

SEEKING

Your argument should be based on why you add enough value to the business to be paid at the top of the market. You can't simply say that because the market is paying  $XYX$ , you are worth  $XYZ$  too. **You need to detail what sets you apart.**

This could be based on reviewing your year of all the things you've done successfully (big and small), all the challenges you've overcome, and the achievements you've had – based on **real examples.**





## SEEKING A PROMOTION

If you feel an opportunity exists, make this a part of your conversation. Similar to seeking a salary increase, you will need to **detail the value** you could bring to the business. The point is to come armed with a list of your achievements that can prove you are able to step up into a higher paying role.



## Remember, showing your value is more than responsibilities

The business needs you to explain what you have achieved on your project that has added value for the company **above** the standard expectations of your role. Remember, everyone in the same role will have similar skills and responsibilities.

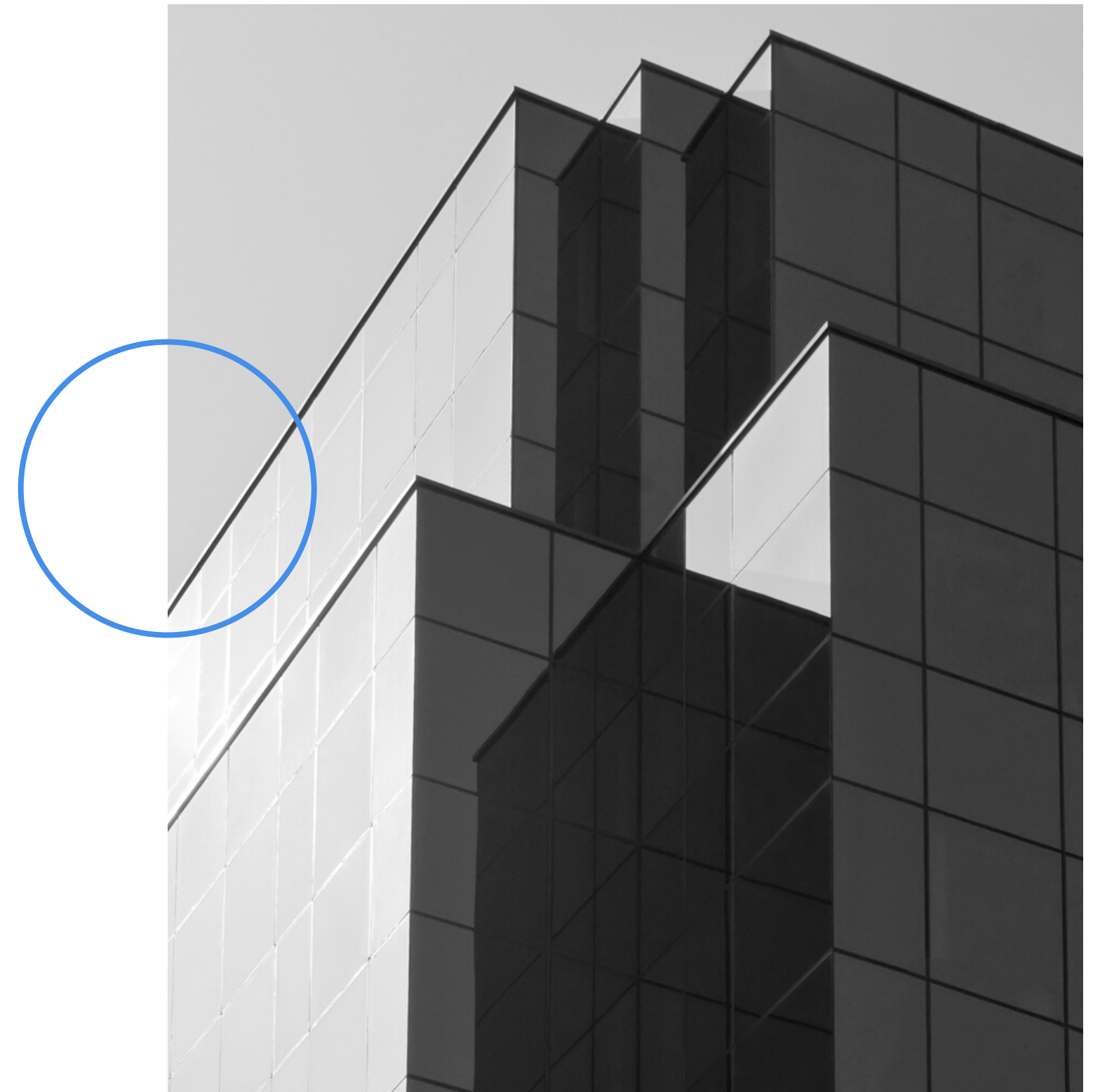
This is why it's important to show real **performance-related** arguments, explaining how, on your last project, you achieved 'XYZ' and how that benefitted the company or completed tasks 'ABC', which were **beyond your role requirements**.

In other words, talk to them about how you are adding **additional value** to the project and the business as a whole.

That could be by learning other people's positions, contributing to company culture by helping organise work events, assisting with implementing new systems in the business, etc.

If you show that you've thought about **your value** and why, you'll have a really strong argument where it will be hard for them to say 'no'. **Concrete examples** of your value are how you can add power to your next performance review.

For role specific examples or how to negotiate benefits, visit our [blog](#) - or get in touch with us for a chat.



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