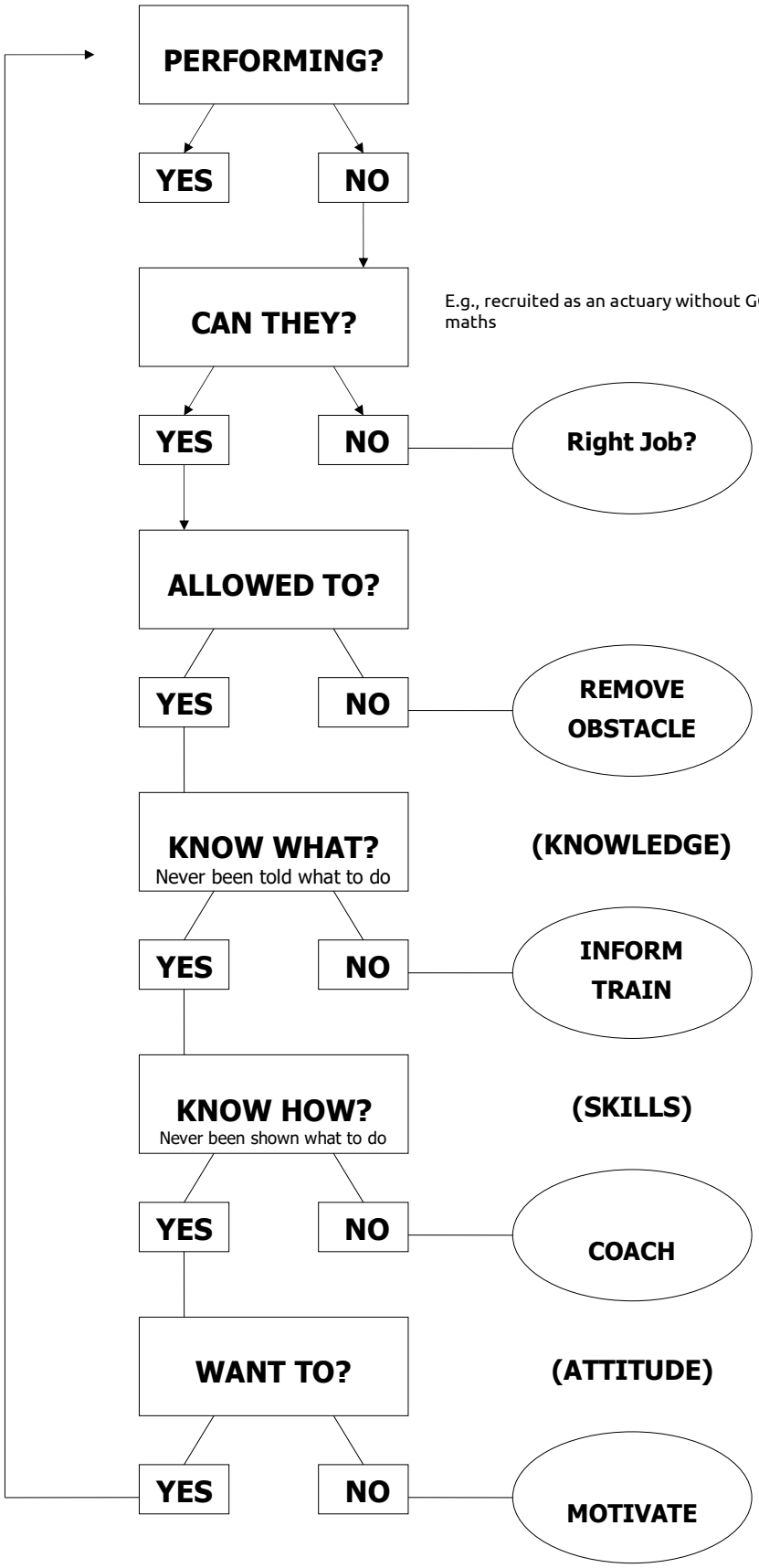
BLEVINS FRANKS

5 Cs

The model starts with 'Performing' this is the issue you will have identified. If they are not performing then you go through each of the Cs.



CAPABILITY

CAPABILITY/ABLE - Has the individual the capability to actually do it? If they have not then the question has to be asked are they in the right job? Most people would have been recruited on the basis of an ability to do the job therefore the reason for them not performing is likely to be something else.

CONSTRAINT

CONSTRAINT/ALLOWED - Is there anything that is stopping them from performing? This is likely to be an internal constraint such as company rules or technology being unavailable. If this is the case then it is not the individual's fault and the Manager should try and remove the barrier if possible.

CLARITY

CLARITY/TOLD - Does the individual know what he/she is supposed to be doing and has the knowledge? If they do then there must be another reason. If they do not then they need to be shown, trained or study.

COMPETENCE

COMPETENCE/SHOW - Are they competent? Do they know how to do what is expected of them? If not then they should be shown how and coached.

COMMITMENT

COMMITMENT/WANT - Do they have the right attitude? If they don't want to improve then they need to be motivated in some way. Some people also find it difficult to see why they should do some things a certain way. These people need to be sold the benefits of doing it to become committed.