



Performance Management During the COVID Crisis

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9 - 10 AM

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Performance management is a process designed to optimize the performance of the employees of an organization, and goes beyond the traditional view of performance management as being an annual or semi-annual review of previous performance. As such, supervisors must set specific goals, provide feedback about progress toward goals, coach to improve performance, and measure achievement of objectives. Topics in this presentation will include what performance management really is, and is not, as well as suggestions for setting SMART goals, and effective management tips at Pepperdine during the COVID crisis.

Mark Allen, Ph.D. is an educator, speaker, consultant, and author who specializes in talent management, corporate universities, and human resources. He is the author of *Aha Moments in Talent Management*, *The Next Generation of Corporate Universities*, and *The Corporate University Handbook*. Mark is a Professor at the Pepperdine Graziadio Business School, where he also serves as Academic Director of the Master of Science in Human Resources program. As an internationally-recognized authority, he is a popular speaker, and has presented his research in numerous countries. In addition to his expertise in talent management and learning & development, his other areas of expertise include strategic workforce planning, the assessment of training and development programs, the evaluation of teaching and learning in post-secondary, adult, and corporate education, and creativity and innovation.

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