

PERFORMANCE

through
Strategic
Employee
Engagement and
Talent
Development
initiatives



Presentation at the General
Meeting of ICAN Lagos.
June 19 2025

Timi MAC-BRAAH – **MCIPM, MCIPD**



About Timi - Professional/Career Life

18 years of Work Experience in Human Resource Management

ROLES HELD

- **Employee/Industrial Relations Manager**, Shell Nigeria Exploration and Production Company
- **Recruitment Marketing Lead and Recruiter for Africa (Nigeria & Gabon)**
- **HR Consultant** at Shell Nigeria Exploration and Production Company
- **HR Business Partner**, Shell Petroleum and Development Company
- **HR Analyst**, Shell Gabon Exploration and Production Company
- **Learning Adviser** at Shell Petroleum and Development Company

CERTIFICATIONS

- **MCIPM** – Full Member, Chartered Institute of Personnel Management of Nigeria
- **MCIPD** – Full Member, Chartered Institute of Personnel Development, UK
- **GPHR** – Global Professional in Human Resources by the Society for Human Resource Management



Let's start by asking . . .

**What defines
Business Performance?**



Business Performance . . .

- Is the ability of a business to implement its **Strategies** to achieve organizational objectives
- Is about how effectively a company achieves its goals and objectives, encompassing both **financial** and **non-financial** aspects
- Is a measure of how well a business is running and includes metrics like **profitability, efficiency, customer satisfaction, and employee engagement**
- Is the ability of the company to deliver **Shareholders' Value**

"Forget the fads. Here are basic, proven building blocks of long-term company success." —HARVARD BUSINESS REVIEW

what (really) works

the 4+2 formula for
sustained business success

William Joyce Nitin Nohria Bruce Roberson

The link between People and Performance

*"15% of company's performance is attributable to strategy the remaining 85% is attributable to employee execution"

**Companies with effective performance management outperform others by 54%

They are...

- 67% more successful at entering new markets
- 61% more successful in generating growth through innovation
- 51% more successful in introducing new products

*Joyce, Nohria, "What really works." ** Price Waterhouse Coopers

Business case for Performance Management

High Performance Organisations Have Six Highly Interdependent Characteristics

Driven by leaders

Built by relentless pursuit
of strategies / vision

Energised by an intense,
performance driven
environment

Frequently aligned by a
simple structure

Based on world-class
company skills

Rejuvenated by well-
developed people systems

How does
Employee Engagement
enable
Business Performance?



Employee Engagement drives business Performance . . .

01

Increased Productivity

02

Reduced Turnover

03

Improved Innovation

04

Better Financial
Performance

05

Stronger Company
Culture

06

Stronger Employer
Brand

07

Enhanced Customer
Satisfaction

*A research by Gallup revealed that companies with higher **employee engagement** experienced 21% boost in productivity compared to those with lower engagement*

So, what is
**Employee
Engagement**



Employee Engagement . . .

Employee engagement, is the emotional and psychological connection employees have with their work and employer, influencing their motivation, productivity, and satisfaction.

Engaged employees feel invested in the company's success, driving innovation and better results.



Factors that drive Employee Engagement . . .

Clear Communication

Learning &
Development
opportunities

Recognition and
Rewards

Supportive work
environment

Effective Leadership
and Management

Positive Culture

One key enabler of Engagement is . . .

**TALENT DEVELOPMENT
OPPORTUNITIES**

What is Talent Development?

- Talent development refers to the process of developing employees' Skills in line with the long-term and short-term goals of the organisation
- It is the process of assessing employees to identify their critical skill needs required to enhance business performance, and making the right investments to bridge **GAP** identified

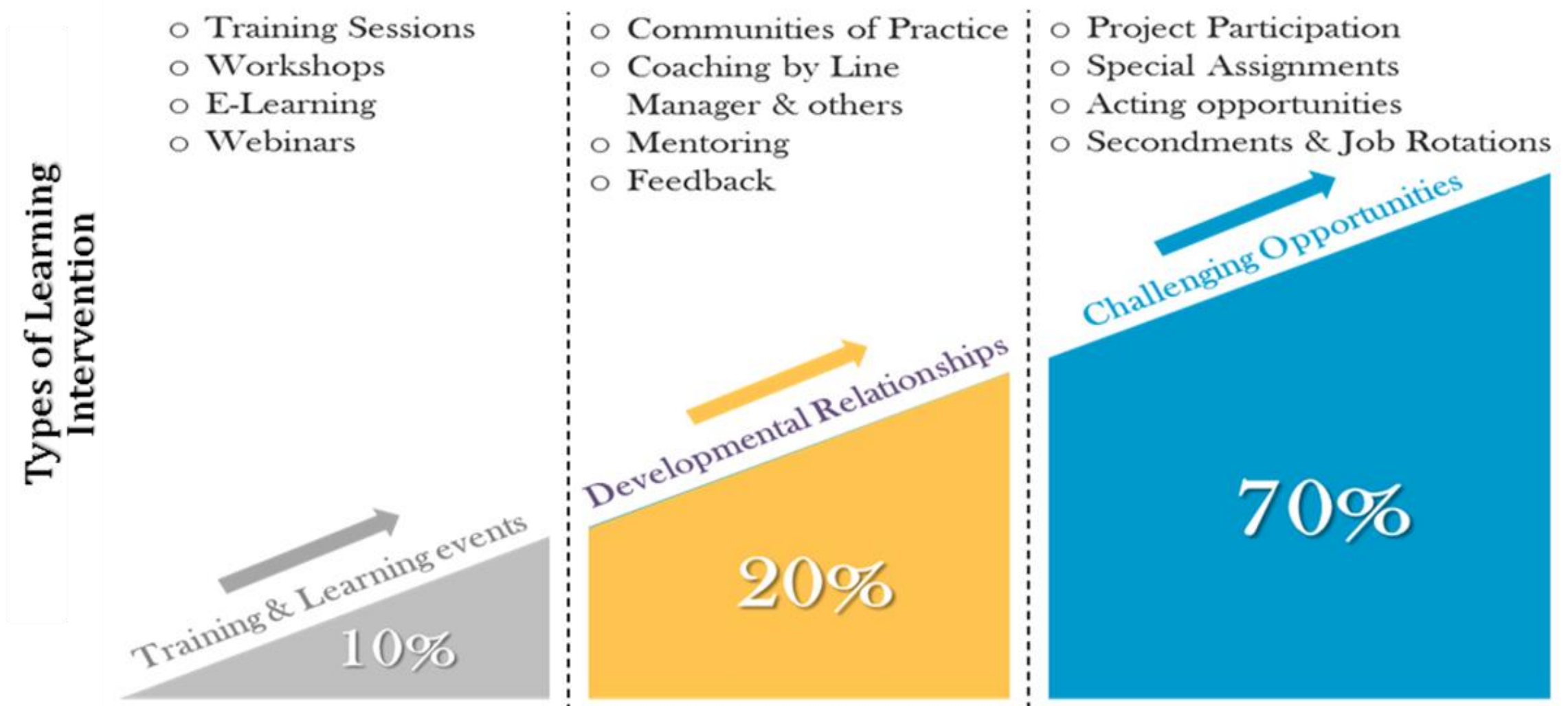


How can Talent Development enhance Business Performance?

People are your most valuable Asset!

And just the same way you service your machines for optimal performance, focusing on your most valuable asset – Your People – can make a huge difference, in your business Performance

Principle and examples of Talent Development Initiatives



The 70 – 20 - 10 Principle for Development



Any Question?



Thank
You