
Do You Know & Actively Manage your MVPs?

We all recognize the type: a person in your organization who drives extraordinary results via new thinking, creative solutions, and superb teamwork. They're the folks who are very highly regarded inside and outside the organization, are a pleasure to be associated with, and whose absence would be deeply felt by colleagues and clients. They are immensely valuable.

And yet, our research indicates that these true MVPs are one of the least understood and properly managed populations in many organizations.

Many performance-oriented measurement approaches fail to account for the intangibles that motivate your MVPs. It should come as no surprise that management approaches that rely on performance-oriented measurement approaches fail to account for the intangibles that motivate your MVPs.

Our research leads us to state that an organization's MVPs:

- Are a very small percentage of your executive and employee population.
- Represent an enormous percentage of your organization's ability to build value over time.
- Have unique needs for how they are best managed, and tend to leave organizations when poorly managed or incorrectly developed.

Therefore, to actively manage their MVPs an organization must:

- Correctly identify this very select group.
- Assess and understand their management and development needs.
- Work with them to sustain and increase their value to the organization.

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Ironically, most managers spend more time managing their poor and average performers than their MVPs.

Two factors drive this, as the graph below illustrates. 97% of your employees are not creating substantial lasting value, but require constant attention.



Secondly, many of the MVPs we interviewed commented that their management assumes they are “OK, because our performance measurements are high”, yet these same MVPs cite their organization’s lack of understanding of the intangibles that drive their satisfaction and performance as a concern.

Our work is focused on helping an organization account for its truly valuable people, and ensuring that an informed approach is taken to satisfying the need to manage these people in a manner that yields mutual satisfaction and success.

Organizations that significantly improve the motivation and retention of their very best people achieve both a significant and quantifiable Return On Investment, as well as the qualitative benefits of having these individuals continuing to create value in your organization.

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MVP Research Group supports our clients by:

- Educating an organization's top leaders about the MVP construct and its application in the workforce.
- Complementing existing leadership development and talent management efforts by identifying your MVPs.
- Providing standard and customized MVP assessments, which offer a unique means for understanding your MVP and *potential* MVP population.
- Working with your organization's executives and managers (individually or in a group) to create an Active MVP Management Plan that addresses a specific MVP's development needs.
- Supporting those who are responsible for managing MVPs with the implementation and on-going use of Active MVP Management Plans.
- Working directly with you MVPs (as requested by the manager and/or Human Resources) for coaching and consultation.

For more information please contact Scott Randall at (617) 488-0900, or visit www.mvpresearch.com.