Growth Performance

MODEL OVERVIEW

Five Performance Moments

Choose the right support for the right moment at work. Use this reference to diagnose performance challenges and select the most effective intervention.

The model in one line: Five Performance Moments helps you choose the right support for the right moment at work.

THE FIVE MOMENTS

MOMENT	WHAT IS HAPPENING	BEST-FIT SUPPORT	POOR-FIT SUPPORT
1. Prepare	People need clarity, orientation, and confidence to begin well.	Briefings, demonstrations, worked examples, quick-start guides, role clarity sheets	Large reference manuals, generic inspiration sessions, long e-learning with weak examples
2. Practise	People know the basics but are not yet fluent or consistent.	Role play, simulation, peer rehearsal, coached practice, feedback rubrics	More content without practice, one-off workshops with no rehearsal, assessment without feedback
3. Perform	People are doing the work live and need support in the flow of work.	Checklists, conversation guides, decision aids, templates, prompt cards, embedded guidance	Sending people back to a course, dense knowledge repositories with weak findability
4. Recover	A problem or exception has appeared and fast correction is needed.	Troubleshooting guides, diagnostic trees, FAQs, escalation routes, error recovery playbooks	Broad conceptual refresher training, large static manuals with no diagnostic logic
5. Evolve	The work has changed and people must adapt to new expectations.	What-changed briefs, before-and-after comparisons, microlearning, manager cascade packs	Re-running the whole programme, communications that explain rationale but not behaviour

SOLUTION SELECTOR RULE

- [ ] Lack of understanding → **Prepare**
- [ ] Weak fluency or confidence → **Practise**
- [ ] Knows what to do but struggles in live execution → **Perform**
- [ ] Errors or exceptions appearing → **Recover**
- [ ] Task, system, or context has changed → **Evolve**

GOOD DESIGN QUESTIONS

Before designing anything, ask:

- [ ] What exactly is the performance gap?

Common mistakes to avoid:

- [ ] Treating all problems as learning-content problems

- ☐ At which moment does the gap appear most clearly?
- ☐ What is the best evidence this is the right moment?
- ☐ What support would remove friction fastest?
- ☐ What should happen before, during, and after formal learning?

- ☐ Over-investing in Prepare, under-investing in Perform
- ☐ Confusing information with practice
- ☐ Neglecting Recover support entirely
- ☐ Treating change as communications only

Based on: Baldwin & Ford (1988); Billett (2001); Rossett & Schafer (2006); Salas et al. (2012); Kauffeld, Decius & Grassmann (2025).

Want help putting this into practice?

Growth Performance builds the human advantage in an AI-driven world, with people, teams and leaders.

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