Growth Performance

FIVE PERFORMANCE MOMENTS

Support Selector Matrix

Matching performance issues to the most suitable intervention. Use this matrix to avoid defaulting to a course when another intervention would work better.

Design rule: Choose the support that removes friction at the point where the problem is most visible. Add learning only where it genuinely improves performance.

MATRIX

PERFORMANCE ISSUE	PRIMARY MOMENT	PRIMARY SUPPORT	SECONDARY SUPPORT
People do not know where to start	Prepare	Quick-start guide or demonstration	Briefing or worked example
People know the model but cannot execute it fluently	Practise	Role play or simulation	Feedback rubric
People forget steps under pressure	Perform	Checklist or prompt card	Template
People get stuck when exceptions appear	Recover	Troubleshooting guide	Escalation route
A new system or process has launched	Evolve	What-changed brief	Manager cascade pack
Managers need better quality one-to-ones	Practise / Perform	Conversation rehearsal	Question bank
A compliance task must be completed accurately	Prepare / Perform	Worked example	Job aid
A team is using a new sales methodology	Prepare / Practise / Perform	Launch briefing	Call guide and review rubric

QUICK DIAGNOSIS

- [ ] Lack of understanding → **Prepare**: teach before requiring performance
- [ ] Weak fluency or confidence → **Practise**: rehearse before the stakes rise
- [ ] Knows what to do but struggles live → **Perform**: support in the moment of work
- [ ] Errors or exceptions appearing → **Recover**: shortest path from problem to solution
- [ ] Context or requirements have changed → **Evolve**: highlight what changed and what to do differently

NOTES

PERFORMANCE ISSUE WE ARE ADDRESSING

PRIMARY MOMENT SELECTED

REASON

PRIMARY SUPPORT SELECTED

SECONDARY SUPPORT (IF ANY)

Based on: Baldwin & Ford (1988); Rossett & Schafer (2006); Grossman & Salas (2011); Billett (2001); 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.

growthperformance.co.uk/contact
hello@growthperformance.co.uk