TOP 10 REASONS WHY A COUNCIL SHOULD CONDUCT A CAO PERFORMANCE EVALUATION

"An Ongoing Process: Not Just an Annual Event"

1. **Get To Know Your CAO.** An opportunity to hear about the CAO's managerial style and recognize the challenges faced.

2. **Effective Ongoing Communication.** Positive working relationships are built and maintained with effective, ongoing communications.

3. **Achieves Standards of Excellence.** Effective performance evaluations allow local governments to operate with standards of excellence.

4. **Teamwork.** Provides an opportunity for the elected and appointed leadership to strategically work together in an anticipatory fashion to align the municipal organization.

5. **Reduces Misunderstandings.** Provides a foundation for good communication that reduces misunderstandings between the CAO and the Mayor and Council.

6. **Setting Goals & Performance Measures.** A process for Council to set the municipality's strategic goals and expectations, the CAO to align annual work-related goals, and a shared understanding of performance measures to be discussed at the evaluation.

7. **Show Appreciation & Recognition.** A way for Council to recognize, appreciate, and evaluate their relationship with their employee and their achievements, and to determine ways to strengthen their support of this work.

8. **Deliver Feedback & Identify Performance Gaps.** An opportunity to deliver positive and constructive feedback, identify any performance gaps, and proactive measures.

9. **Continuous Improvement Toward Achieving Organizational Goals.** The foundation of a performance management system aligns goals and expectations for the CAO with overall organizational strategies, and an opportunity for the Mayor and Council to better define their vision and their expectations.

10. **Provides a Record.**   The performance review of the CAO provides the Mayor and Council with a formal record of their performance conversation and appraisals of the CAO's achievement of agreed-upon goals, and of the organization's performance in achieving its goals.

Council's philosophy should be to help the CAO succeed. If they succeed, then staff succeeds; if administration succeeds then Council succeeds.