

Performance Review Template

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a performance review template for agency roles — competencies, goals, rating scale and development questions — so appraisals are fair and developmental. Use it for review cycles. For hiring use the Agency Hiring Plan.

Purpose of this tool & output

Run fair, useful appraisals for agency roles

How the output is used

Use it to run fair, useful appraisals for agency roles — a performance review template with clear, role-relevant criteria.

Important cautions

Keep reviews evidence-based and two-way; pair with regular feedback.

Companion documents

- Agency Hiring Plan
- Freelancer Network Plan
- Team / Pod Structure Designer
- Capacity Planning Model
- Time Tracking SOP
- Team Training & Upskilling Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.