Table Of Contents

1. Why We're Spending A Day On Freaking Performance Reviews - The Moment You Love To Hate	3
2. Nerd Ranch - Hold On To Your Hats, It's Time To Get Schooled	13
3. We Don't Need No Stinking Tools - But Your Training Doesn't Work For The Way We Do Things!	24
4. You Should Be Collecting More Than Quest Diagnostics During The Holidays - Collect it!	33
5. PG-13 Ratings Mean You Sold Out To The Man - Rate It!	45
6. How To Write Items/Sections Of A Performance Review That Don't Stink	58
7. How To Think Like a Marketer When Delivering Performance Reviews	66
8. Picture Them In Their Underwear - Perform It!	71
9. When Employees Bite Back - Common Employee Personas in Performance	85
10. The Playbook - What To Do When This Boring Class Is Over	90

