

# Inazuma.co Performance Management Policy

Version: 1.0

**Reviewed By:** Human Resources Department

## 1. Purpose

The purpose of this Performance Management Policy is to establish a comprehensive, structured, and consistent approach to employee performance planning, evaluation, development, and recognition at Inazuma.co. As a high-performance Direct-to-Consumer (D2C) enterprise, we are committed to a culture of continuous improvement, accountability, transparency, and alignment between individual goals and organizational strategy. This policy is designed to ensure that employees understand expectations, receive regular and constructive feedback, and are supported in their career progression.

## 2. Scope

This policy applies to all full-time, part-time, and contract employees of Inazuma.co, across all business units and geographic locations. Temporary staff, interns, and consultants may also be subject to performance reviews depending on the nature and duration of their engagement.

## 3. Objectives

The key objectives of the Performance Management Policy are to:

- Align individual goals with Inazuma.co's mission, vision, and strategic priorities.
- Promote a culture of accountability, transparency, and goal-orientation.
- Enable employees to understand how their contributions impact business success.
- Foster continuous development through coaching, mentoring, and training.
- Provide a fair and objective basis for rewards, promotions, and disciplinary actions.
- Identify and address performance gaps proactively.
- Facilitate internal talent mobility and succession planning.

## 4. Performance Management Cycle

Inazuma.co follows a structured annual performance management cycle with

continuous feedback and development touchpoints.

Stage	Description	Timeline
Goal Setting	Employees and managers collaboratively define performance, behavioral, and development goals.	Q1 (January–February)
Continuous Feedback	Regular informal and formal feedback loops between managers and employees.	All Year Round
Mid-Year Review	A formal checkpoint to assess performance progress, identify blockers, and recalibrate objectives.	Q2/Q3 (July)
Annual Review	A final, comprehensive review evaluating overall performance against agreed-upon KPIs and competencies.	Q4 (December)
Compensation & Development Decisions	Used to guide salary adjustments, promotions, bonuses, training plans, and recognition.	Q1 (following year)

## 5. Goal Setting Guidelines

### 5.1 Types of Goals

- **Performance Goals:** Directly tied to an employee’s key responsibilities and metrics.
- **Development Goals:** Focused on acquiring new skills, certifications, or leadership capabilities.
- **Behavioral Goals:** Reflect alignment with Inazuma.co’s core values and competencies.

### 5.2 SMART Goals

All goals must be SMART: Specific, Measurable, Achievable, Relevant, and Time-bound.

#### Example Table: Goal-Setting Template

Goal Category	Objective	KPI	Timeline	Weightage
Revenue	Increase conversion rate of landing pages	Conversion Rate > 6%	Q1–Q2	30%
Innovation	Launch A/B testing for	2 tests completed	Q2	15%

	email campaigns			
Lear	Complete	Certific	Q	10
ning	Advanced	ate of	2	%
	Data	Comple		
	Analytics	tion		
	Course			
Colla	Lead a cross-	Project	Q	15
borat	functional	Comple	3	%
ion	project	tion		
Valu	Demonstrate	Peer	All	30
es	leadership in	Recogn	Ye	%
	team rituals	ition	ar	

## 6. Roles and Responsibilities

Role	Responsibilities
<b>Employee</b>	Set realistic and aligned goals, maintain performance logs, request feedback, self-assess regularly, actively participate in reviews.
<b>Manager</b>	Facilitate goal setting, monitor progress, conduct reviews, offer coaching, ensure fairness and documentation.
<b>HR</b>	Design the performance framework, train reviewers, manage the review platform, ensure equitable practices.
<b>Leader</b>	Promote accountability culture, allocate resources for

ship development, support reward recommendations.

## 7. Performance Ratings Framework

Inazuma.co uses a calibrated 5-point rating system based on results and behavior.

Rating	Description	Reward Impact	Development Path
5 - Outstanding	Significantly exceeds expectations and drives strategic impact	High bonus, accelerated promotion	Leadership fast-track, mentors hip roles
4 - Exceeds Expectations	Often surpasses goals with consistent excellence	Bonus, L&D support	Expanded role scope
3 - Meets Expectations	Reliably meets objectives and upholds company values	Salary adjustment	Standard progression
2 - Needs Improvement	Falls short in some areas, requires development	No bonus	PIP, mandatory training

1 - Unsatisfactory	Consistently underperforms	No bonus, demotion on risk	Potential exit, PIP required
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## 8. Feedback and Coaching

### 8.1 Ongoing Feedback

- Mandatory monthly 1:1 sessions between managers and direct reports.
- Real-time feedback tools integrated into the HRMS.

### 8.2 360-Degree Feedback

Used for senior roles or cross-functional collaborators, incorporating input from peers, reports, and partners.

### 8.3 Coaching Culture

- Managers act as performance coaches.
  - Formal coaching certification for people leaders.
  - Peer learning groups and mentorship circles supported by HR.
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## 9. Performance Improvement Plan (PIP)

### 9.1 When to Initiate

A PIP is initiated when an employee receives a rating of 2 or 1, or exhibits consistent underperformance over two quarters.

### 9.2 Components

- Specific objectives for improvement.
- Timeline (30/60/90 days).
- Support resources (training, mentorship).
- Monitoring schedule.

### 9.3 Outcomes

- Successful completion: return to normal duties.
  - Partial improvement: extended PIP.
  - Failure: demotion, reassignment, or separation.
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## 10. Linkage to Rewards and Recognition

Performance Rating	Salary Adjustment	Bonus	Promotion Eligibility	Recognition
5	≥ 15%	High	High	Company-wide recognition
4	10–15%	Medium	Medium	Team recognition
3	5–10%	Low	Eligible	Peer recognition
2	0–3%	None	Not eligible	Improvement award (if growth shown)
1	0%	None	Not eligible	Not applicable

Spot Awards, Annual Awards, and Innovation Awards will be based on exceptional performance aligned with the strategic direction of the company.

- Career Progression Framework for each function.
- Individual Development Plans (IDPs).
- Internal Mobility Program with clear transition pathways.
- Learning Management System with curated content.
- Sponsorship for external certifications.
- Cross-functional shadowing and secondments.

## 12. Appeals and Conflict Resolution

If an employee disagrees with their review outcome:

- Submit a formal appeal within 15 working days.
- The appeal will be reviewed by a neutral Performance Review Panel.
- Outcome of the panel will be final and documented.

## 11. Development and Career Growth

## 13. Compliance and Confidentiality

- All reviews are to be digitally signed and time-stamped.
- Personal data will be protected per the Data Protection Policy.
- Bias mitigation through reviewer calibration and system audits.
- Anti-retaliation protocols for employees who file appeals or raise concerns.

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## 14. Policy Review

This policy is to be reviewed annually or upon significant changes in organizational goals, legal requirements, or employee feedback.

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### Acknowledgment Form

I acknowledge that I have received, read, and understood the Inazuma.co Performance Management Policy. I agree to comply with its provisions and participate actively in the performance process.