We measure

Skill Level / Technical Ability
How difficult and valuable are the kinds of problems you solve? How important/critical of a problem can you be given? Are you uniquely capable (in the company? industry?) of solving a certain class of problem, delivering a certain type of design, contributing to writing, or quoting, or training, etc.?

Productivity / Output
How much shippable (not necessarily shipped to customers), valuable, finished work did you get done?

Working a lot of hours is generally not related to productivity and, after a certain point, indicates inefficiency. It is more valuable if you are able to maintain a sensible work/life balance and use your time in the office efficiently, rather than working around the clock.

Delivery Contribution
How well do you satisfy customers? How many opportunities did you help convert into sales? How happy was the customer that they received what they wanted? How successful did the project make the customer? What business problems were solved by what we produced?

We are a customer led organisation and doing the right thing for the customer is valued highly.

Things like deciding to not implement a feature, or going back to the customer to get more information and changing what we were going to deliver fits into this category.

How much do you contribute at a larger scope than your core skill? How much of your work matters to the deliverable? How much did you influence correct prioritisation of work or resource trade-offs by others? Are you good at communicating with customers to assist guiding the project to success?

Things like being great at finding bugs would fall into this category.

Group Contribution
How much do you contribute to company process, hiring, integrating people into the team, improving workflow, amplifying your colleagues, or writing tools used by others? Generally, being a group contributor means that you are making a tradeoff versus an individual contribution. Stepping up and acting in a leadership role can be good for your group contribution score, but being a leader does not impart or guarantee a higher stack rank. It is just a role that people adopt from time to time.

Contributions to culture, and the wellbeing of others would be included in this category.
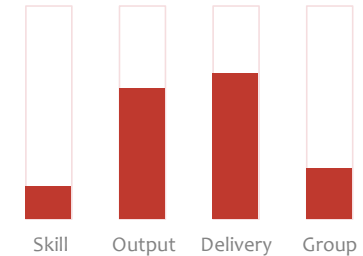
You feel you contribute
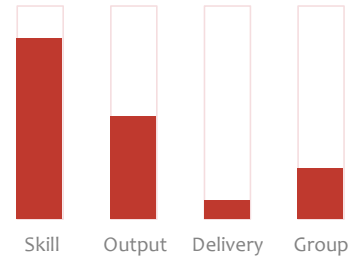
I've accomplished the following

- Proposed new way of organising stories, it was implemented and others found it successful
- XYZ

Others feel you contribute

Others would like to acknowledge your accomplishments
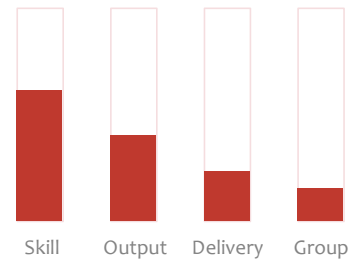
- I value your enthusiasm highly

You've chosen to focus on

I would like to accomplish the following

- Read a book on Architecture and contribute to architectural discussions
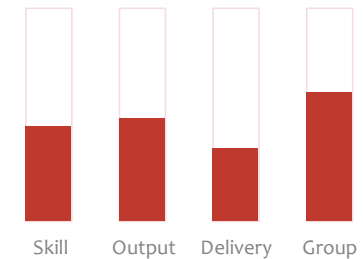- Learn more about Domain Driven Design and use it in my development

Others suggest you focus on

Others would like to suggest improvement opportunities

- I would like you to help the team work well together. The relationship between Developers and Testers could be strengthened. We're all in it together