

### DEAR MR. MOHAMMED S. HYDER,

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#### ABOUT PERFORMANCE MAGAZINE

The **online** PERFORMANCE Magazine is The KPI Institute's specialized magazine which provides articles, news, interviews, editorials and multimedia content on topics that vary from Strategy, Balanced Scorecard and KPI to Performance at all levels: Organisational, Operational, Individual and Personal.

The **printed edition** of PERFORMANCE Magazine will provide Performance Management professionals worldwide with relevant and accessible knowledge in the field. The Magazine's regular editorial content includes features such as News, Editorials and articles, Expert Q&As, Interviews, Portrait of the edition, Resources, Software & Hardware reviews.

#### ABOUT THE KPI INSTITUTE

The **KPI Institute** is the global authority on Key Performance Indicators (KPIs) research and education, providing through its publications and training courses insights on how to measure and learn with KPIs.

The KPI Institute is interested in publishing portraits of highly experienced professionals within the field, in PERFORMANCE Magazine, its monthly publication dedicated to performance and strategy.

We invite you to share your professional insights and opinions with us, in an extensive interview, dedicated to your professional views, which will become the Portrait of the edition. This is one of the most important sections of our magazine, which brings into attention one prominent professional in the field every month.

The interview will cover topics such as your approach to Performance Management, views and inputs from your professional experience, along with your professional journey within the field. The portrait, along with your photo, will be featured on the magazine cover.

These are the questions we would like you to consider. Your answers to the following questions will be used by our editors to compile your portrait.

#### INTERVIEW GUIDE

##### Introduction

1. Please provide us with a brief description of your professional path;
2. Which were some of the most important moments in your professional development?
3. Do you have any role models, personally and professionally? How do you feel they have influenced you?
4. Were there any books, movies or other influences that were significant to your professional path? In which way?
5. How did you begin your career in the Performance Management field?

##### Your approach to Performance Management

6. What does Performance Management mean to you?
7. What benefits do you see in using Performance Management?
8. Why would you recommend using a Performance Management system within an organization?
9. What do you consider the most challenging aspects in Performance Management?
10. What do you think could be improved in the use of Performance Management tools and processes?
11. What do you consider best practice in Performance Management?
12. Which are the greatest achievements in generating value, as a result of Performance Management put in practice, that you have noticed so far in your career?
13. What is your approach to Individual Performance Management (talent management, succession management, individual assessments, compensation and benefits etc.)?
14. How can a company's management get the employees' buy-in for the Performance Management system?

##### Personal Performance Management

15. What do you think of the emerging trend of measuring your performance outside working hours?
16. Are you using any kind of personal performance measurement tools? If yes, please describe how this has influenced your life.
17. Do you have any tips for successfully managing one's work-life balance? What are your thoughts?

##### Thoughts

18. Can you think of a career advice you would offer to Performance Management professionals?
19. Any other thoughts you would like to add?

Please consult the interview guide and confirm within the next **5 days** your availability and response submission preference. The options are:

1. Email submission of responses;
2. Video or verbal responses captured through a Skype or phone interview;

We are looking forward to your contribution to PERFORMANCE Magazine!