

PRIVATE AND CONFIDENTIAL



DRUMMONDCENTRAL
TAKIN' CARE OF YOUR
DC FUTURE

SELF APPRAISAL FORM



NAME: _____

DATE: _____

ROLE: _____

Be honest.

Be brave.

Enjoy it.

This is all about **YOU.**

This is your chance to share anything that's important to you (work-related, of course) and get feedback on the last year and what your objectives are going forward. **Please note that sections 1 and 2 should be completed before the appraisal meeting.**



SECTION 1: THE LAST YEAR

1. Please tell us the top 5 key responsibilities that you see as the main functions within your role?

- 1
- 2
- 3
- 4
- 5

2. What things do you love about your role? What do you think you're great at?

3. What things don't you love about your role? Is there anything you think you're not particularly good at?

4. Please tell us how you think you've contributed over the past year to DC?

5. What are your personal aspirations here at DC?

6. How would your colleagues describe you in three words?

- 1
 - 2
 - 3
-



SECTION 2: RATE YOURSELF

A = Excellent, B = Good, C = Satisfactory, D = Unacceptable

Skills/Competency	A	B	C	D
Influencing: through my own personal actions and/or strength of argument, I'm able to persuade/influence. I'm empathetic when dealing with clients and colleagues. I realise the limits of my authority.				
Communication: I'm able to express facts, ideas and arguments in a well-structured, opened, reasoned, timely and appropriate way.				
Client relationship building: I'm able to demonstrate an ability to quickly and effectively build a high level of rapport which clients.				
Creative judgement: I'm able to work to a brief and client expectations and to those of a specific target audience. I'm able to anticipate and correct inaccuracies using initiative and ingenuity.				
Financial awareness: I have a good understanding of financial implications, and possess the ability to work within and maximise a budget.				
Job knowledge: I demonstrate a clear understanding of my role within the broader agency environment and have awareness of current market and creative trends.				
Teamwork: I'm able to work with others across the agency to promote effective teamwork through example, co-operation and participation. I demonstrate a commitment to shared vision and goals.				
Planning & organisation: I'm able to plan and organise my workload to ensure delivery against objectives in a timely and cost-effective manner.				
Personal effectiveness: I'm a self-starter with high levels of energy and commitment. I'm able to maintain a high level of quality outputs in difficult and highly pressurised circumstances.				