

Promotion Criteria & Case

Use these criteria to objectively evaluate the readiness of your promotion candidate and then make the case for their promotion.

1	Experience – How many years has the candidate been in the industry? At the company? In the current group? Functional role?
2	Team Profile – How many people are in the same team performing this function and what are their corporate titles? Title of who they replaced? Would they be your successor?
3	Leadership – How autonomously and independently does the candidate work? How much direction and oversight is needed? What are examples of thought leadership by the candidate?
4	Benchmarking – How does what this person manages compare to their peers on team and beyond the team? How is it quantified?
5	Sustained Performance – What is the rationale for the performance ratings of the candidate over the years? Is it sustained and durable?
6	Impact – What is the candidate's impact beyond their immediate team? Beyond their department? Are stakeholders broad enough?
7	Strategic – Does the candidate set direction and influence evolution of the team? Offer a contrarian view? Take a long-term view?
8	Clients – What client interaction does the candidate have? Feedback? Client profiles and impact? Is this done independently?

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9	Talent – How does the candidate develop talent? Size and seniority of team? People mentored? Feedback from team? Retention rates?
10	Inclusion – How does the candidate promote a respectful and inclusive work environment? What is their interpersonal feedback?
11	Timing – What makes this obvious timing for promotion based on growth or accomplishments?
12	Development – What are the candidates areas for development? Have they been communicated? Has there been progress?
13	Career Path – What is the candidate's future career path from here?
14	Independence – How independently and autonomously does the candidate work? What guidance and oversight is needed?
15	Reach – What impact has the candidate had outside the company? Have they used their network to help the business?
16	Risk – Has this candidate been considered for this promotion before? Feedback since incorporated? Flight risk?