

# Your Greatest Performance Gains are Hidden in the Middle

## The Moveable Middle (60%)

### C Players (30%)

- Diagnose underperformance: capability vs. commitment
- Confirm ramp status before evaluation
- Develop for skill; exit when will is the constraint

### B Players (30%)

- Core engine of performance improvement
- Accelerates with structured coaching and clear expectations
- Highest return on leadership attention

### D Players

#### Laggard Performers (20%)

- Consume outsized coaching resources
- Produce persistently low results
- Excludes employees in ramp

### A Players

#### Top Performers (20%)

- Set performance benchmarks and deliver consistently strong results
- Driven to maintain elite standing
- Risk: Over-reliance leads to burnout and attrition

A study by The Aberdeen Group reveals that a **5% performance increase** in the **Moveable Middle** can yield as much as **70% more gains** than the same 5% performance increase from the Top Performers group.

