

MANAGEMENT PRACTICE INTERVIEW GUIDE AND EXAMPLE RESPONSES

Any score from 1 to 5 can be given, but the scoring guide and examples are only provided for scores of 1, 3 and 5. Multiple questions are used for each dimension to improve scoring accuracy. For details of the survey methodology see Bloom and Van Reenen (2007), “Measuring and explaining management practices across firms and countries”, http://worldmanagementsurvey.org/?page_id=963

(1) Introduction to Lean (Modern) Manufacturing Techniques

- a) Can you describe the production process for me?
- b) What kinds of lean (modern) manufacturing processes have you introduced? Can you give me specific examples?
- c) How do you manage inventory levels? What is done to balance the line? What is the Takt time of your manufacturing processes?

	Score 1	Score 3	Score 5
Scoring grid:	Other than JIT delivery from suppliers few modern manufacturing techniques have been introduced, (or have been introduced in an ad-hoc manner)	Some aspects of modern manufacturing techniques have been introduced, through informal/isolated change programs	All major aspects of modern manufacturing have been introduced (Just-in-time, automation, flexible manpower, support systems, attitudes and behaviour) in a formal way
Examples:	A UK firm orders in bulk and stores the material on average 6 months before use. The business focuses on quality and not reduction of lead-time or costs. Absolutely no modern manufacturing techniques had been introduced.	A supplier to the army is undergoing a full lean transformation. For 20 years, the company was a specialty supplier to the army, but now they have had to identify other competencies forcing them to compete with lean manufacturers. They have begun adopting specific lean techniques and plan to use full lean by the end of next year.	A US firm has formally introduced all major elements of modern production. It reconfigured the factory floor based on value stream mapping and 5-S principles, broke production into cells, eliminated stockrooms, implemented Kanban, and adopted Takt time analyses to organize workflow.

(2) Rationale for Lean (Modern) Manufacturing Techniques

- a) Can you take through the rationale to introduce these processes?
- b) What factors led to the adoption of these lean (modern) management practices?

	Score 1	Score 3	Score 5
Scoring grid:	Modern manufacturing techniques were introduced because others were using them.	Modern manufacturing techniques were introduced to reduce costs	Modern manufacturing techniques were introduced to enable us to meet our business objectives (including costs)
Examples:	A German firm introduced modern techniques because all its competitors were using these techniques. The business decision had been taken to imitate the competition.	A French firm introduced modern manufacturing methods primarily to reduce costs.	A US firm implemented lean techniques because the COO had worked with them before and knew that they would enable the business to reduce costs, competing with cheaper imports through improved quality, flexible production, greater innovation and JIT delivery.

(3) Process Documentation

- a) How do problems typically get exposed and fixed?
- b) Talk me through the process for a recent problem.
- c) How can the staff suggest process improvements?

	Score 1	Score 3	Score 5
Scoring grid:	No process improvements are made when problems occur.	Improvements are made in one week workshops involving all staff, to improve performance in their area of the plant	Exposing problems in a structured way is integral to individuals' responsibilities and resolution occurs as a part of normal business processes rather than by extraordinary effort/teams
Examples:	A US firm has no formal or informal mechanism in place for either process documentation or improvement. The manager admitted that production takes place in an environment where nothing has been done to encourage or support process innovation.	A US firm takes suggestions via an anonymous box, they then review these each week in their section meeting and decide any that they would like to proceed with.	The employees of a German firm constantly analyse the production process as part of their normal duty. They film critical production steps to analyse areas more thoroughly. Every problem is registered in a special database that monitors critical processes and each issue must be reviewed and signed off by a manager.

(4) Performance Tracking

- a) What kind of KPI's would you use for performance tracking?
- b) How frequently are these measured? Who gets to see this KPI data?
- c) If I were to walk through your factory could I tell how you were doing against your KPI's?

	Score 1	Score 3	Score 5
Scoring grid:	Measures tracked do not indicate directly if overall business objectives are being met. Tracking is an ad-hoc process (certain processes aren't tracked at all)	Most key performance indicators are tracked formally. Tracking is overseen by senior management.	Performance is continuously tracked and communicated, both formally and informally, to all staff using a range of visual management tools.
Examples:	A manager of a US firm tracks a range of measures when he does not think that output is sufficient. He last requested these reports about 8 months ago and had them printed for a week until output increased again.	At a US firm every product is bar-coded and performance indicators are tracked throughout the production process; however, this information is not communicated to workers	A US firm has screens in view of every line. These screens are used to display progress to daily target and other performance indicators. The manager meets with the shop floor every morning to discuss the day past and the one ahead and uses monthly company meetings to present a larger view of the goals to date and strategic direction of the business to employees. He even stamps napkins with key performance achievements to ensure everyone is aware of a target that has been hit.

(5) Performance Review

- a) How do you review your KPI's?
- b) Tell me about a recent meeting
- c) Who is involved in these meetings? Who gets to see the results of this review?
- d) What's the follow up plan?

	Score 1	Score 3	Score 5
Scoring grid:	Performance is reviewed infrequently or in an un-meaningful way e.g. only success or failure is noted.	Performance is reviewed periodically with successes and failures identified. Results are communicated to senior management. No clear follow-up plan is adopted.	Performance is continually reviewed, based on indicators tracked. All aspects are followed up ensure continuous improvement. Results are communicated to all staff
Examples:	A manager of a US firm relies heavily on his gut feel of the business. He will review costs when he thinks there is too much or too little in the stores. He admits he is busy so reviews are infrequent. He also mentioned staffs feel like he is going on a hunt to find a problem, so he has now made a point of highlighting anything good.	A UK firm uses daily production meetings to compare performance to plan. However, clear action plans are infrequently developed based on these production results.	A French firm tracks all performance numbers real time (amount, quality etc). These numbers are continuously matched to the plan on a shift-by-shift basis. Every employee can access these figures on workstations on the shop floor. If scheduled numbers are not met, action for improvement is taken immediately.

(6) Performance Dialogue

- a) How are these meetings structured? Tell me about your most recent meeting.
- b) How would the agenda for this meeting be determined?
- c) What type of feedback occurs in these meetings?
- d) For a given problem, how would you identify the root cause?

	Score 1	Score 3	Score 5
Scoring grid:	The right data or information for a constructive discussion is often not present or conversations overly focus on data that is not meaningful. Clear agenda is not known and purpose is not stated explicitly	Review conversations are held with the appropriate data and information present. Objectives of meetings are clear to all participating and a clear agenda is present. Conversations do not, as a matter of course, drive to the root causes of the problems.	Regular review/performance conversations focus on problem solving and addressing root causes. Purpose, agenda and follow-up steps are clear to all. Meetings are an opportunity for constructive feedback and coaching.
Examples:	A US firm does not conduct staff reviews. It was just "not the philosophy of the company" to do that. The company was very successful during the last decade and therefore did not feel the need to review their performance.	A UK firm focuses on key areas to discuss each week. This ensures they receive consistent management attention and everyone comes prepared. However, meetings are more of an opportunity for everyone to stay abreast of current issues rather than problem solve.	A German firm meets weekly to discuss performance with workers and management. Participants come from all departments (shop floor, sales, R&D, procurement etc.) to discuss the previous week performance and to identify areas to improve. They focus on the cause of problems and agree topics to be followed up the next week, allocating all tasks to individual participants.

(7) Consequence Management

- a) Let's say you've agreed to a follow up plan at one of your meetings, what would happen if the plan weren't enacted?
b) How long is it between when a problem is identified to when it is solved? Can you give me a recent example?
c) How do you deal with repeated failures in a specific business segment?

	Score 1	Score 3	Score 5
Scoring grid:	Failure to achieve agreed objectives does not carry any consequences	Failure to achieve agreed results is tolerated for a period before action is taken.	A failure to achieve agreed targets drives retraining in identified areas of weakness or moving individuals to where their skills are appropriate
Examples:	At a French firm no action is taken when objectives aren't achieved. The President personally intervenes to warn employees but no stricter action is taken. Cutting payroll or making people redundant because of a lack of performance is very rarely done.	Management of a US firm reviews performance quarterly. That is the earliest they can react to any underperformance. They increase pressure on the employees if targets are not met.	A German firm takes action as soon as a weakness is identified. They have even employed a psychologist to improve behavior within a difficult group. People receive ongoing training to improve performance. If this doesn't help they move them in other departments or even fire individuals if they repeatedly fail to meet agreed targets

(8) Types of Targets

- a) What types of targets are set for the company? What are the goals for your plant?
b) Tell me about the financial and non-financial goals?

	Score 1	Score 3	Score 5
Scoring grid:	Goals are exclusively financial or operational	Goals include non-financial targets, which form part of the performance appraisal of top management only (they are not reinforced throughout the rest of organization)	Goals are a balance of financial and non-financial targets. Senior managers believe the non-financial targets are often more inspiring and challenging than financials alone.
Examples:	At a UK firm performance targets are exclusively operational. Specifically volume is the only meaningful objective for managers, with no targeting of quality, flexibility or waste.	For French firm strategic goals are very important. They focus on market share and try to hold their position in technology leadership. However, workers on the shop floor are not aware of those targets.	A US firm gives everyone a mix of operational and financial targets. They communicate financial targets to the shop floor in a way they found effective – for example telling workers they pack boxes to pay the overheads until lunchtime and after lunch it is all profit for the business. If they are having a good day the boards immediately adjust and play the “profit jingle” to let the shop floor know that they are now working for profit. Everyone cheers when the jingle is played.

(9) Interconnection of Targets

- a) What is the motivation behind your goals?
- b) How are these goals cascaded down to the individual workers?
- c) How are your targets linked to company performance and their goals?

	Score 1	Score 3	Score 5
Scoring grid:	Goals are based purely on accounting figures (with no clear connection to shareholder value)	Corporate goals are based on shareholder value but are not clearly communicated down to individuals	Corporate goals focus on shareholder value. They increase in specificity as they cascade through business units ultimately defining individual performance expectations.
Examples:	A family owned firm in France is only concerned about the net income for the year. They try to maximize income every year without focusing on any long term consequences.	A US firm bases its strategic corporate goals on enhancing shareholder value, but does not clearly communicate this to workers. Departments and individuals have little understanding of their connection to profitability or value with many areas labeled as “cost-centers” with an objective to cost-cut despite potentially disproportionately large negative impact on the other departments they serve.	For a US firm strategic planning begins with a bottom up approach that is then compared with the top down aims. Multifunctional teams meet every 6 months to track and plan deliverables for each area. This is then presented to the area head that then agrees or refines it and then communicates it down to his lowest level. Everyone has to know exactly how they contribute to the overall goals or else they won’t understand how important the 10 hours they spend at work every day is to the business.

(10) Time Horizon

- a) What kind of time scale are you looking at with your targets?
- b) Which goals receive the most emphasis?
- c) Are long term and short term goals set independently?
- d) Could you meet all your short-run goals but miss your long-run goals?

	Score 1	Score 3	Score 5
Scoring grid:	Top management's main focus is on short term targets	There are short and long-term goals for all levels of the organization. As they are set independently, they are not necessarily linked to each other	Long term goals are translated into specific short term targets so that short term targets become a "staircase" to reach long term goals
Examples:	A UK firm has had several years of ongoing senior management changes – therefore senior managers are only focusing on how the company is doing this month versus the next, believing that long-term targets will take care of themselves.	A US firm has both long and short-term goals. The long-term goals are known by the senior managers and the short-term goals are the remit of the operational managers. Operations managers only occasionally see the longer-term goals so are often unsure how they link with the short term goals.	A UK firm translates all their goals – even their 5-year strategic goals - into short-term goals so they can track their performance to them. They believe that it is only when you make someone accountable for delivery within a sensible timeframe that a long-term objective will be met. They think it is more interesting for employees to have a mix of immediate and longer-term goals.

(11) Goals are stretching

- a) How tough are your targets? Do you feel pushed by them?
- b) On average, how often would you say that you meet your targets?
- c) Do you feel that on targets that all groups receive the same degree of difficulty? Do some groups get easy targets?
- d) What is the rationale behind the targets?

	Score 1	Score 3	Score 5
Scoring grid:	Goals are either too easy or impossible to achieve; managers provide low estimates to ensure easy goals	In most areas, top management pushes for aggressive goals based on solid economic rationale. There are a few "sacred cows" that are not held to the same rigorous standard	Goals are genuinely demanding for all divisions. They are grounded in solid, solid economic rationale
Examples:	A French firm uses easy targets to improve staff morale and encourage people. They find it difficult to set harder goals because people just give up and managers refuse to work people harder.	A chemicals firm has 2 divisions, producing special chemicals for very different markets (military, civil). Easier levels of targets are requested from the founding and more prestigious military division.	A manager of a UK firm insisted that he has to set aggressive and demanding goals for everyone – even security. If they hit all their targets he worries he has not stretched them enough. Each KPI is linked to the overall business plan.

(12) Clarity of Goals

- a) If I asked your staff directly about individual targets what would they tell me?
- b) Does anyone complain that the targets are too complex?
- c) How do people know about their own performance compared to other people's performance?

	Score 1	Score 3	Score 5
Scoring grid:	Performance measures are complex and not clearly understood. Individual performance is not made public	Performance measures are well defined and communicated; performance is public in all levels but comparisons are discouraged	Performance measures are well defined, strongly communicated and reinforced at all reviews; performance and rankings are made public to induce competition
Examples:	A German firm measures performance per employee based on differential weighting across 12 factors, each with its own measurement formulas (e.g. Individual versus average of the team, increase on prior performance, thresholds etc.). Employees complain the formula is too complex to understand, and even the plant manager could not remember all the details.	A French firm does not encourage simple individual performance measures as unions pressure them to avoid this. However, charts display the actual overall production process against the plan for teams on regular basis.	At a US firm self-directed teams set and monitor their own goals. These goals and their subsequent outcomes are posted throughout the company, encouraging competition in both target setting and achievement. Individual members know where they are ranked which is communicated personally to them bi-annually. Quarterly company meetings seek to review performance and align targets.

(13) Instilling a Talent Mindset

- a) How do senior managers show that attracting and developing talent is a top priority?
- b) Do senior managers get any rewards for bringing in and keeping talented people in the company?

	Score 1	Score 3	Score 5
Scoring grid:	Senior management do not communicate that attracting, retaining and developing talent throughout the organization is a top priority	Senior management believe and communicate that having top talent throughout the organization is a key way to win	Senior managers are evaluated and held accountable on the strength of the talent pool they actively build
Examples:	A US firm does not actively train or develop its employees, and does not conduct performance appraisals or employee reviews. People are seen as a secondary input to the production.	A US firm strives to attract and retain talent throughout the organization, but does not hold managers individually accountable for the talent pool they build. The company actively cross-trains employees for development and challenges them through exposure to a variety of technologies.	A UK firm benchmarks human resources practices at leading firms. A cross-functional HR excellence committee develops policies and strategies to achieve company goals. Bi-monthly directors' meetings seek to identify training and development opportunities for talented performers.

(14) Building a High-Performance Culture

- a) How does your appraisal system work? Tell me about the most recent round?
- b) How does the bonus system work?
- c) Are there any non-financial rewards for top-performers?
- d) How does your reward system compare to your competitors?

	Score 1	Score 3	Score 5
Scoring grid:	People within our firm are rewarded equally irrespective of performance level	Our company has an evaluation system for the awarding of performance related rewards	We strive to outperform the competitors by providing ambitious stretch targets with clear performance related accountability and rewards
Examples:	An East Germany firm pays its people equally and regardless of performance. The management said to us "there are no incentives to perform well in our company". Even the management is paid an hourly wage, with no bonus pay.	A German firm has an awards system based on three components: the individual's performance, shift performance, and overall company performance.	A US firm sets ambitious targets, rewarded through a combination of bonuses linked to performance, team lunches cooked by management, family picnics, movie passes and dinner vouchers at nice local restaurants. They also motivate staff to try by giving awards for perfect attendance, best suggestion etc.

(15) Making Room for Talent

- a) If you had a worker who could not do his job what would you do? Could you give me a recent example?
- b) How long would underperformance be tolerated?
- c) Do you find any workers who lead a sort of charmed life? Do some individuals always just manage to avoid being fixed/fired?

	Score 1	Score 3	Score 5
Scoring grid:	Poor performers are rarely removed from their positions	Suspected poor performers stay in a position for a few years before action is taken	We move poor performers out of the company or to less critical roles as soon as a weakness is identified
Examples:	A French firm had a supervisor who was regularly drinking alcohol at work but no action was taken to help him or move him. In fact no employee had ever been laid off in the factory. According to the plant manager HR “kicked up a real fuss” whenever management wanted to get rid of employees, and told managers their job was production not personnel.	For a German firm it is very hard to remove poor performers. The management has to prove at least three times that an individual underperformed before they can take serious action.	At a US firm, the manager fired four people during last couple of months due to underperformance. They continually investigate why and who are underperforming.

(16) Developing Talent

- a) Tell me about your promotion system.
- b) What about poor performers? What happens with them? Are there any example you can think of?
- c) How would you identify and develop your star performers?
- d) If two people both joined the company 5 years ago and one was much better than the other what job opportunities would he/she have in the company?

	Score 1	Score 3	Score 5
Scoring grid:	People are promoted primarily upon the basis of tenure	People are promoted upon the basis of performance	We actively identify, develop and promote our top performers
Examples:	A UK firm promotes based on an individual’s commitment to the company measured by experience. Hence, almost all employees move up the firm in lock step. Management was afraid to change this process because it would create bad feeling among the older employees who were resistant to change.	A US firm has no formal training program. People learn on the job and are promoted based on their performance on the job.	At a UK firm each employee is given a red light (not performing), amber light (doing well and meeting targets) a green light (consistently meeting targets very high performer) and a blue light (high performer capable of promotion of up to two levels). Each manager is assessed every quarter based on his succession plans and development plans for individuals.

(17) Creating a Distinctive Value Proposition

- a) What makes it distinctive to work at your company as opposed to your competitors?
- b) If you were trying to sell your firm to me how would you do this (get them to try to do this)?
- c) What don't people like about working in your firm?

	Score 1	Score 3	Score 5
Scoring grid:	Our competitors offer stronger reasons for talented people to join their companies	Our value proposition to those joining our company is comparable to those offered by others in the sector	We provide a unique value proposition to encourage talented people join our company above our competitors
Examples:	A manager of a firm in Germany could not give an example of a distinctive employee proposition and (when pushed) thinks the offer is worse than most of its competitors. He thought that people working at the firm "have drawn the short straw".	A US firm seeks to create a value proposition comparable to its competitors and other local companies by offering competitive pay, a family atmosphere, and a positive presence in the community.	A German firm offers a unique value proposition through development and training programs, family culture in the company and very flexible working hours. It also strives to reduce bureaucracy and seeks to push decision making down to the lowest levels possible to make workers feel empowered and valued.

(18) Retaining Talent

- a) If you had a star performer who wanted to leave what would the company do?
- b) Could you give me an example of a star performers being persuaded to stay after wanting to leave?
- c) Could you give me an example of a star performer who left the company without anyone trying to keep them?

	Score 1	Score 3	Score 5
Scoring grid:	We do little to try and keep our top talent.	We usually work hard to keep our top talent.	We do whatever it takes to retain our top talent.
Examples:	A German firm lets people leave the company if they want. They do nothing to keep those people since they think that it would make no sense to try to keep them. Management does not think they can keep people if they want to work somewhere else. The company also will not start salary negotiations to retain top talent.	If management of a French firm feels that people want to leave the company, they talk to them about the reasons and what the company could change to keep them. This could be more responsibilities or a better outlook for the future. Managers are supposed to "take-the-pulse" of employees to check satisfaction levels.	A US firm knows who its top performers are and if any of them signal an interest to leave it pulls in senior managers and even corporate HQ to talk to them and try and persuade them to stay. Occasionally they will increase salary rates if necessary and if they feel the individual is being underpaid relative to the market. Managers have a responsibility to try to keep all desirable staff.
