

Performance Appraisal Form

A.C. Nielsen Center for Marketing Research
Summer Internship Program

Intern: _____

Company: _____

Date: _____

Name and Title of Reviewer: _____

Can we share these results individually with the student?

YES

NO (in this case results will be combined with other surveys collected during the fall semester)

Thank you for completing this performance appraisal form. Your feedback in conjunction with the other students' performance evaluations will provide helpful information to develop seminars and training for students in their second year of study, as well as training to improve the preparation of students for their internship experiences.

For each attribute, indicate whether you feel the student needs significant improvement, could benefit from additional development, was capable and effective or acted as a role model to other interns or team members.

**A. C. Nielsen Center for Marketing Research
Internship Evaluations**

	<u>Needs Significant Improvement</u>	<u>Could Benefit From Development</u>	<u>Capable and Effective</u>	<u>Role Model</u>
Communication:				
Clarifies words or statements to gain a better understanding of the message	ρ	ρ	ρ	ρ
Conveys priorities with right sense of urgency and importance	ρ	ρ	ρ	ρ
Speaks clearly, fluently and in compelling manner both to individuals and groups	ρ	ρ	ρ	ρ
Innovation:				
Finds creative ways to get things done with limited resources	ρ	ρ	ρ	ρ
Generates innovative and practical ideas and approaches	ρ	ρ	ρ	ρ
Looks for breakthrough ideas and practices: Encourages others to do the same	ρ	ρ	ρ	ρ
Tolerance for Ambiguity:				
Acts decisively in frequently changing and uncertain environments	ρ	ρ	ρ	ρ
Effective in incorporating new ideas	ρ	ρ	ρ	ρ
Adapts to changing situations	ρ	ρ	ρ	ρ
Action:				
Is not afraid to take corrective action when necessary	ρ	ρ	ρ	ρ
Effectively makes decisions	ρ	ρ	ρ	ρ
Drive and mobilizes others progress toward goals	ρ	ρ	ρ	ρ
Seeks and utilizes opportunities for continuous Learning and self development	ρ	ρ	ρ	ρ

<u>Overall Performance</u>	<u>Needs Significant Improvement</u>	<u>Could Benefit From Development</u>	<u>Capable and Effective</u>	<u>Role Model</u>
Business:				
Able to align resources to meet the needs of the team/project	ρ	ρ	ρ	ρ
Uses sound business judgment when making Decisions	ρ	ρ	ρ	ρ
Views problems from a business perspective, opportunity, investment, risk and anticipated results	ρ	ρ	ρ	ρ
Leadership:				
Demonstrates effective leadership talent and skills	ρ	ρ	ρ	ρ
Ability to influence decisions	ρ	ρ	ρ	ρ
Able to organize efforts to team members and/or co-workers	ρ	ρ	ρ	ρ
Holds team members accountable for actions	ρ	ρ	ρ	ρ
Teamwork:				
Effective team players	ρ	ρ	ρ	ρ
Encourages collaboration of fellow students to achieve results	ρ	ρ	ρ	ρ
Works to obtain buy-in of individuals based on common goals	ρ	ρ	ρ	ρ
Positively motivates and supports others	ρ	ρ	ρ	ρ
Strategic Thinking:				
Able to look ahead (beyond the present) when addressing an issue	ρ	ρ	ρ	ρ
Anticipates resources needed (people and time) to successfully implement a plan or project	ρ	ρ	ρ	ρ
Thinks through issues strategically	ρ	ρ	ρ	ρ
Works toward identifying potential problems and solutions for addressing them	ρ	ρ	ρ	ρ

	<u>Needs Significant Improvement</u>	<u>Could Benefit From Development</u>	<u>Capable and Effective</u>	<u>Role Model</u>
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Analytical:

Analyzes issues and reduces them to their component parts

ρ ρ ρ ρ

Can effectively interpret and analyze data

ρ ρ ρ ρ

Identifies patterns in conflicting information, events or data

ρ ρ ρ ρ

Understands complex issues and problems

ρ ρ ρ ρ

Problem Solving:

Ability to solve problems at their root cause rather than at symptom level

ρ ρ ρ ρ

Able to meet the needs of different constituents in the solution of a problem

ρ ρ ρ ρ

Generates alternative solutions to problems and challenges

ρ ρ ρ ρ

Willingness and comfort level in handling multiple and often times conflicting priorities

ρ ρ ρ ρ

Describe the greatest strength of this person with regard to his/her overall effectiveness in performing his/her current responsibilities?

Describe the most important things this person could improve upon in order to increase his/her overall effectiveness in performing his/her current responsibilities?

Signature of Reviewer _____

(Please attach additional pages if necessary.)