



DevelopU: Performance Development Frequently Asked Questions (FAQs)

What is the purpose of DevelopU?

DevelopU is **CeriFi's performance development process** designed to support reflection, growth, and ongoing dialogue between employees and leaders/managers. This biannual process encourages:

- **Reflection** on strengths and opportunities for growth
- Open, **ongoing performance conversations**
- **Alignment** on goals and development priorities

DevelopU provides regular feedback and clarity to support employee success throughout the year.

Who participates in DevelopU?

All full-time employees in the U.S. and Canada participate in DevelopU. Employees who directly report to Leadership Team members will complete a performance summary instead of a DevelopU self-evaluation.

What's new with DevelopU?

This cycle includes thoughtful refinements to reflect current business priorities while preserving what matters most to employees.

New this cycle:

- Introduction of **performance rating labels**
- Greater consistency in feedback and performance summaries
- Stronger focus on meaningful development conversations tied to impact and future opportunities



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[What is the DevelopU timeline?](#)

DevelopU takes place twice per year:

- **Mid-year cycle:** July/August
- **Year-end cycle:** January

For the January cycle:

- **Employee review period:** Tuesday, January 20 – Friday, January 30
- **Leader 1:1 conversations:** Monday, February 2 – Friday, February 13
- **Final submissions due:** Tuesday, February 17

[What happens during the employee review period?](#)

During the employee review period, employees will:

- Review goals in Paylocity
- Add progress comments
- Make updates as needed in preparation for the 1:1 conversation

[How are performance labels used?](#)

Performance labels are intended to support clarity, alignment, and shared understanding between employees and leaders/managers. They help summarize overall performance and anchor development-focused conversations.

[How are performance ratings used in compensation decisions?](#)

Merit increases are performance-based and allocated at the leader's discretion. Performance ratings may be one of several inputs considered, alongside individual contributions, impact, and overall performance throughout the year.

[Do performance ratings have numerical values?](#)

No. Performance ratings use labels only and are not tied to numerical scores.



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[Who completes performance rating labels?](#)

For this DevelopU cycle, leaders/managers complete performance rating labels for their direct reports. Future cycles may introduce employee self-performance ratings; any changes will be communicated in advance.

[What is the “Feedback from Leader” section?](#)

This cycle introduces a new **“Feedback from Leader”** section.

- During the employee self-evaluation, this section will appear blank
- After the employee submits their review, the leader/manager will provide overall feedback and select the performance rating
- Feedback will appear after leader review and should be discussed during the 1:1 conversation

This section serves as a holistic summary and final assessment. Leaders/managers may provide feedback throughout the review or primarily in this section—both approaches are supported.

[What can employees expect from their leader/manager?](#)

After the employee review period closes on Friday, January 30, leaders/managers will meet 1:1 with direct reports between Monday, February 2 and Friday, February 13.

Meeting logistics

- Existing 1:1 meetings may be used
- Goals and progress will be reviewed in Paylocity

Purpose of the meeting

- Celebrate accomplishments
- Discuss challenges
- Align on priorities and next steps



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[How can employees ensure alignment on performance?](#)

Employees are encouraged to:

- Review and update goals in Paylocity before the meeting
- Bring examples of work and progress
- Discuss challenges and potential adjustments

Alignment is achieved through open dialogue and shared understanding. The process is complete once final updates are documented in Paylocity following the 1:1 conversation.

[What if a leader/manager does not schedule a review meeting?](#)

Leaders/managers are responsible for scheduling the review meeting and may use existing 1:1 time.

If a meeting has not been scheduled by **Tuesday, February 10**, employees should reach out to their leader/manager to schedule time.

The DevelopU cycle is not complete until the leader's final evaluation is submitted.

[What if an employee is on leave?](#)

If an employee is on paid or unpaid leave of absence, the DevelopU cycle is postponed until the employee returns to active work. Vacation does not qualify as leave.

[Paylocity Tips](#)

Paylocity Company ID: 156471.

Save vs. Submit

- **Save:** Temporarily stores progress and allows future edits
- **Submit:** Finalizes responses and locks the review for leader evaluation

Employees are encouraged to save frequently and submit only when all sections are complete.

Additional questions: For additional questions, contact hr@cerifi.com.