



Enhancing Employee Performance Through Strategic Talent Management and Motivation

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1. ABSTRACT

This research paper examines strategic interventions designed to significantly enhance employee performance at Lohia Corp Limited (LCL), a mid-sized manufacturing and technology firm. The study addresses prevailing challenges of employee disengagement, skill gaps in a rapidly evolving industrial landscape, and inconsistent performance metrics. Drawing upon established theories in motivation, organizational psychology, and talent management, a conceptual framework is developed focusing on three key pillars: **Personalized Learning & Development (L&D)**, **Data-Driven Performance Feedback**, and **Intrinsic Motivation Enhancement**. The paper proposes a shift from traditional, compliance-based performance management to a continuous, coaching-oriented model. Key recommendations include implementing a structured mentorship program, integrating quarterly 360-degree feedback loops, and introducing non-monetary recognition systems aligned with intrinsic motivators. The findings suggest that a holistic approach, which balances skill acquisition with psychological well-being and clear developmental pathways, is essential for unlocking maximum human capital value at Lohia Corp Limited and ensuring sustained competitive advantage.



2. INTRODUCTION & PROBLEM STATEMENT

2.1 Introduction

In the contemporary global economy, competitive advantage is increasingly derived from the efficacy and dedication of an organization's human capital. For companies operating within high-growth, technology-integrated sectors, such as **Lohia Corp Limited (LCL)**, optimizing employee performance is not merely an operational goal but a strategic imperative for market leadership. LCL, a recognized entity in specialized industrial machinery and automation, faces typical challenges associated with growth: maintaining quality standards, fostering innovation, and retaining high-potential talent in a high-demand industry.

Employee performance, defined as the measurable output of an individual's effort aligned with organizational goals, is a complex construct influenced by ability, motivation, and environment. Despite LCL's robust operational processes, internal analysis suggests that employee performance is often inconsistent, leading to noticeable variations in productivity between departments, high levels of remedial training, and stagnation in the development of future leaders.

2.2 Problem Statement

LCL currently utilizes a traditional, annual performance appraisal system coupled with standardized, mandatory training modules. This system is proving inadequate for addressing performance deficits characterized by:

1. **Low Engagement:** A significant portion of the workforce lacks an intrinsic connection to their roles.
2. **Skill Obsolescence:** Generic L&D offerings fail to provide personalized upskilling in a timely manner.
3. **Lack of Feedback Coherence:** The annual review structure creates a lag between action and consequence, preventing timely course correction.

The core problem is the deficiency of a dynamic, personalized, and psychologically grounded performance management system capable of continuously motivating, developing, and aligning LCL's diverse workforce with strategic objectives.

3. LITERATURE REVIEW

3.1 Motivational Theories: Intrinsic vs. Extrinsic

Deci and Ryan's Self-Determination Theory (SDT) posits that intrinsic motivation is the most powerful driver of sustained high performance. For LCL, shifting incentives toward factors that foster **Competence, Autonomy, and Relatedness** is crucial. While extrinsic rewards (salary) prevent dissatisfaction, they do not inspire the creativity required for LCL's technical automation projects.

3.2 Herzberg's Two-Factor Theory

Frederick Herzberg distinguishes between "Hygiene Factors" (salary, working conditions) and "Motivators" (achievement, recognition). LCL's reliance on standard pay addresses hygiene but fails to leverage true motivators, necessitating an overhaul of non-monetary recognition.

3.3 Goal-Setting Theory

Locke and Latham (1990) assert that specific and difficult goals lead to higher performance. LCL's annual goal setting often suffers from a lack of dynamism. Transitioning to continuous, short-cycle objectives allows for real-time progress tracking and higher employee commitment through participation in the goal-setting process.



4. CONCEPTUAL FRAMEWORK: THE P3 MODEL

This study proposes the **P3 Performance Enhancement Model** for Lohia Corp Limited, a tripartite framework focusing on three interconnected pillars:

Pillar	Focus Area	Key Mechanism	Theoretical Link
P1: Personalization	Skill Closure	Gap Targeted L&D & Mentorship	Organizational Theory & Support
P2: Progress	Goal Alignment	360-Degree Feedback & OKRs	Goal-Setting Theory
P3: Psychological Ownership	Engagement	Autonomy & Recognition	Self-Determination Theory

5. DISCUSSION & RECOMMENDATIONS

5.1 P1: Addressing Skill Gaps through Personalization

LCL must move from a "one-size-fits-all" training model to a personalized learning ecosystem.

- **Recommendation:** Implement a **Skill-Based Personalized Mentorship Program**. Pair non-executive employees with cross-departmental senior mentors and utilize AI-driven competency assessments to create individualized learning paths.

5.2 P2: Optimizing Feedback and Progress

The annual review creates anxiety and is ineffective for timely adjustment.

- **Recommendation:** Adopt a **Continuous Quarterly Review Cycle**. This includes monthly informal check-ins (no rating) and quarterly **Objectives and Key Results (OKRs)** to allow for quick strategic pivots in LCL's technology sector.

5.3 P3: Fostering Psychological Ownership

- **Recommendation:** Establish the "**LCL Innovation Accelerator**." Allow high-potential employees (HPEs) to dedicate 15% of their time to self-directed, LCL-relevant projects. This satisfies the psychological need for autonomy and encourages breakthrough innovation.

6. CONCLUSION

The strategic enhancement of employee performance at Lohia Corp Limited necessitates a comprehensive shift away from administrative, compliance-driven HR practices toward a dynamic, human-centric model. By adopting the **P3 Model**, LCL can directly address deficits in engagement and skill currency. The success of this transformation relies on shifting middle managers from rigid evaluators into **developmental coaches** who champion employee growth.

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