



University of Wales
Trinity Saint David
LONDON

Master of Business Administration International Business

Module name: Human Capital Management (HCM)
Module code: LCMB7023

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Assignment:2
Group Presentation,
Date: 2nd of August , 2026

Introduction to HSBC UK and Performance Management

- Highly effective workforce handling customer focus financial services throughout the leading bank in the UK (Kornelakis et al., 2022).
- Performance management links individuals' goals with strategic business goals of HSBC.
- The on-going feedback deepens engagement, productivity, accountability and organisational success.



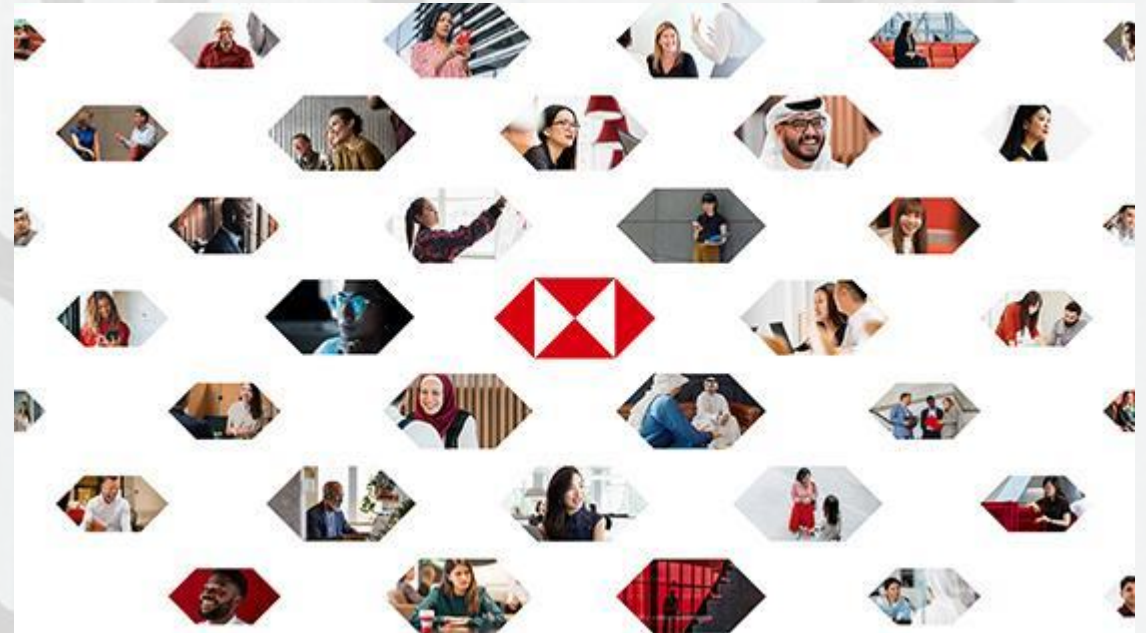
Current performance management process at HSBC UK

- Rather than a yearly review of all employees' performance, a continuous feedback system is used.
- SMART objectives are linked to employee performance and organisational strategy.
- With digital HR platforms, it is never a problem to keep track of the progress, learning, and development constantly (Yorks et al., 2022).



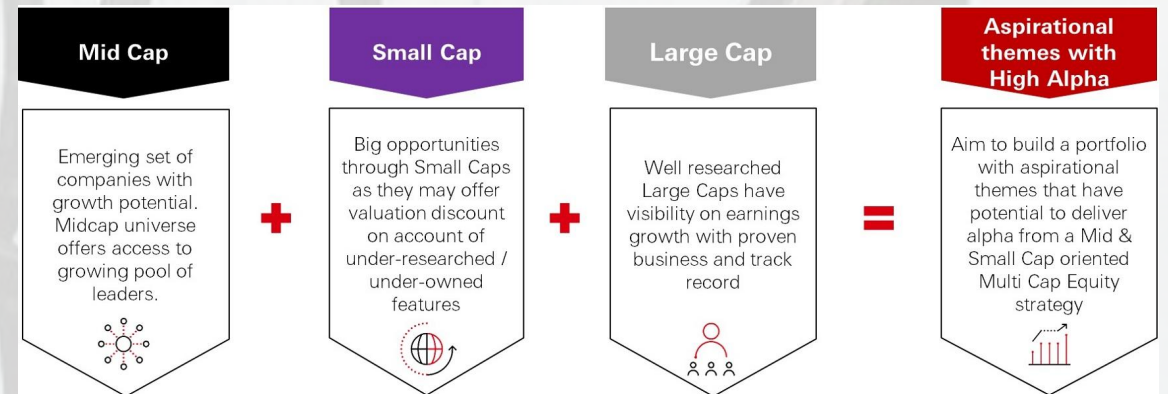
Current Opportunities in Performance Management

- The intelligence of Artificial Intelligence improves the objective measurement of performance and analytics of the workforce (Faruk, 2025).
- Digital learning for personalisation grows employee skills and career opportunities.
- Authorities are promoting a flexible approach to performance management that uses technology.



Current challenges to performance management

- Getting hybrid employee performance to a consistent format continues to be a challenge.
- Evaluation may be less objective and fair due to managerial bias.
- Constant employee upgrade and adaptation are needed when equipment changes rapidly.



Root Cause Analysis of PM challenges

- Each department and management grades have differences with regard to their capacity in leadership (Ghorbani, 2023).
- Restricts integrated performance data and workforce insights with legacy systems.
- Employee acceptance of the continuous feedback depends on organisational culture.

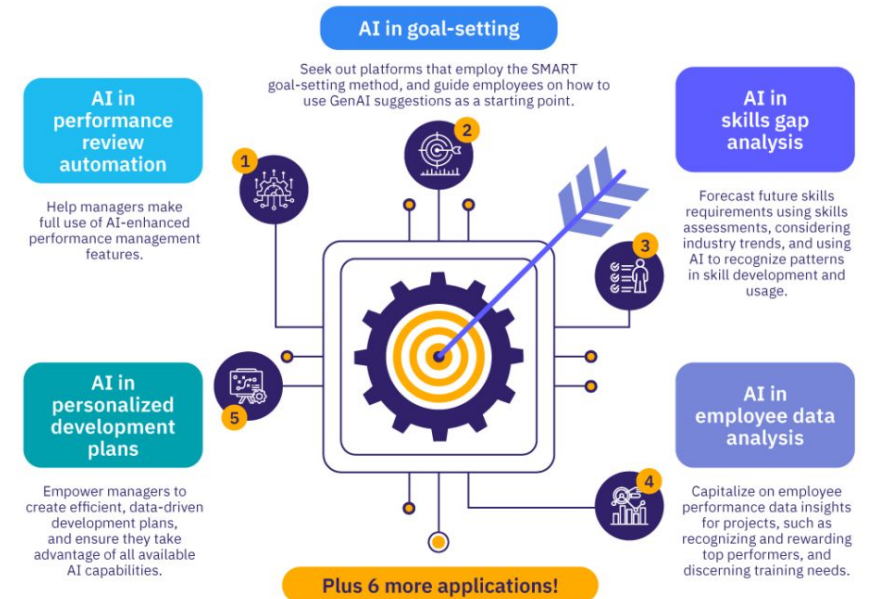
Worst Performing HSBC Funds											
Fund Name	Sector	1 Year Performance			3 Year Performance			5 Year Performance			Yodellar Rating
		% Growth	Sector Ranking	Sector Avg	% Growth	Sector Ranking	Sector Avg	% Growth	Sector Ranking	Sector Avg	
HSBC MSCI Pacific Ex Japan UCITS ETF	IA Asia Pacific Excluding Japan	5.62	93/104	16.75	19.60	85/101	33.17	31.82	37/94	26.49	🔴
HSBC Europe Ex-UK Equity C Acc	IA Europe Excluding UK	6.76	116/131	19.05	17.87	115/128	40.09			54.18	🔴
HSBC MSCI Indonesia UCITS ETF	IA Specialist	-11.28	209/213	15.98	-18.48	201/203	35.12	-3.08	172/188	40.77	🔴
HSBC FTSE 250 Index C Acc	IA UK All Companies	8.73	129/209	11.53	22.44	137/204	29.38	29.05	137/196	48.38	🟡🟡
HSBC Global Responsible Multi-Asset Balanced Portfolio C Acc	IA Volatility Managed	5.46	180/201	8.76	23.56	116/188	27.02	26.12	84/153	29.6	🔴

*Source: hub.yodellar.com.
**Performance figures up to 27th November 2025. Past performance is not a guide to future returns.

Evidence-Based Recommendations

- Develop AI platforms to track performance and assist in making objective decisions (Hajam et al., 2024).
- Consider 360-degree feed-back to ensure fair evaluation.
- Improve manager coaching and tailored employee training/focussed learning.

11 Ways HR Can Use AI in Performance Management



57%

Employees are 57% less likely than leaders or managers to consider performance management processes successful. (according to Betterworks)



Future of Work Implication

- Routine performance monitoring and reporting will be facilitated by AI.
- New forms of measurements based on skill performance will supplant conventional job evaluations.
- Organisations will need to adopt a process of continuous learning in order to remain competitive.



Strategic HR Framework and Expected Outcomes

- Embed the wise use of AI, ongoing feedback and employee learning into the mix strategically (Sahoob et al., 2026).
- Link performance management to organisation and customer goals.
- Enhance business performance, retention, engagement and productivity.

Conclusion

- Performance management helps HSBC achieve its strategic objectives of being a successful organisation.
- AI drives fairness, efficiency and employee development opportunity.
- Good leadership continues to be critical to on-going workforce effectiveness.

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Thank You For Listening

. Key Takeaways

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. ✓ Strong leadership sustains workforce effectiveness

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. ✓ AI analytics & 360° feedback drive performance

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