

GM Performance Review Criteria and Competencies

Rating Scale

5 = Outstanding – Consistently exceeds expectations; demonstrates exceptional leadership, judgment, and results

4 = Exceeds Expectations – Frequently exceeds expectations, strong performance with minor gaps

3 = Meets Expectations – Fully meets expectations, solid and reliable performance

2 = Needs Improvement – Inconsistently meets expectations; improvement required in key areas

1 = Unsatisfactory – Does not meet expectations, significant performance gaps and risk

Evaluation Period: _____

CEO / GM Name: _____

Board Reviewer: _____

1. Statutory Mission & Market Stability (15%)

Executes the Association's responsibilities as the insurer of last resort by

Ensuring consistent services to policyholders, agents and claimants

Addressing shifts in the voluntary market

Holding self and others accountable for commitments and outcomes

Performance Assessment Guides

Strong Performance:

- Efficient operations for policyholders, agents and claimants
- Low volume of complaints
- Market shifts identified and explained
- Clearly articulates trade-offs

Needs Improvement:

- Repeated disruptions in operations
- Services provided inconsistently
- High volume of complaints

Score (1-5): _____

Comments / Evidence:

2. Catastrophe Readiness (30%)

Ensures catastrophe readiness by

- Executing the Board's reinsurance strategy,
- Securing funding for the storm season and
- Ensuring readiness for catastrophe response

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Strong Performance:

- Explains downside scenarios clearly
- Recommends difficult financial actions
- Obtains funding as directed in compliance with Board's directives
- Ensures Association is ready to respond to a major windstorm event in the Association's coverage area (includes contracts with field adjusters, ability to deploy mobile claims centers, ability to on-board desk adjusters)

Needs Improvement:

- Overly optimistic projections
- Avoids hard financial decisions
- Short-term focus only
- Fails to obtain funding as directed
- Does not secure sufficient resources for hurricane season

Score (1-5): _____

Comments / Evidence:

3. Compliance and Controls (15%)

Ensure that the Association complies with statutory and regulatory requirements and controls by

Operating in accordance with all applicable laws and Commissioner rules

Remediating audit findings promptly

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Strong Performance

- Statutory reporting and requirements are met timely
- Operations comply with governing rules and regulations
- Identifies risks early
- Closes audit issues promptly

Needs Improvement

- Reporting deadlines are not met
- Operations fail to comply with governing rules and regulations
- Reactive risk management
- Repeated audit findings
- Delayed remediation

Score (1-5): _____

Comments / Evidence:

4. Regulatory, Legislative & External Relations (20%)

Fosters and maintains healthy relationships with regulators, legislators and external stakeholders by

Navigating regulatory and political dynamics effectively

Clearly and credibly communicating key issues and

Providing timely, accurate and thorough responses to requests

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Strong Performance:

- Provides complete responses to requests for information
- Anticipates stakeholders' dynamics
- Communicates clearly
- Maintains trust

Needs Improvement:

- Provides inaccurate information
- Fails to respond to requests for information
- Inconsistent messaging
- Erodes trust

Score (1-5): _____

Comments / Evidence:

5. Operations, Leadership & Governance (20%)

Ensures effective and efficient operational performance by

developing leadership bench strength, and

meeting staff and Association budget and performance metrics.

Performance Assessment Guides

Strong Performance:

- Demonstrates awareness of and familiarity with Association operations
- Leads effectively
- Delegates appropriately
- Association metrics demonstrate efficient performance
- Meets strategic plan objectives for review period

Needs Improvement:

- Demonstrates poor decision-making
- Operational metrics lag behind industry standards
- Disengaged from Association operations
- Repeats mistakes

Score (1-5): _____

Comments / Evidence:

Overall Evaluation

Overall Score: _____

Top Strengths: _____

Key Risks: _____

Development Priorities: _____