

Impact Chain

AI-Driven Performance Management

Ideation to Impact

Independent coursework submitted by Kevin L. Moser

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Problem Statement

Fragmented Goal Tracking Prevents Effective Performance Management

Organizations set goals at the individual, team, and enterprise levels, but goal data is fragmented across spreadsheets and disconnected tools, measured inconsistently, and reviewed too infrequently to enable timely course correction. This lack of a unified, role-based view weakens accountability and trust in performance conversations and prevents leaders from reliably linking goal outcomes to risks, wins, and skill-growth opportunities across the organization. The **Impact Chain program** addresses this by consolidating goal signals into standardized, permission-aware reporting that makes progress and outcomes visible and actionable at every level.

Fragmented Data

Inconsistent inputs reviewed too infrequently to act on

Weak Accountability

No single source of truth across organizational levels

Missed Risks

Off-track goals go undetected until it's too late to intervene

Impact Chain: The Value Baseline

Pricing starts from one measured quantity: the hours a senior manager actually spent assembling goal and talent reporting, priced at a loaded labor rate of \$88.94 an hour.

Annual hours spent on goal and talent reporting by one senior manager, before and after Impact Chain

<i>Reporting Cadence</i>	<i>Manual</i>	<i>With Impact Chain</i>	<i>Saved</i>
Bi-weekly coaching updates (26/yr)	104 hrs	13 hrs	91 hrs
Weekly business reviews (52/yr)	260 hrs	26 hrs	234 hrs
Monthly business reviews (12/yr)	60 hrs	6 hrs	54 hrs
Quarterly VP talent package (4/yr)	32 hrs	12 hrs	20 hrs
Total, one manager seat	456 hrs	57 hrs	399 hrs

 399 hours recovered a year, worth roughly \$35.5K per manager seat in loaded labor. Weekly reviews drive most of it. If the tool takes an hour rather than 30 minutes per weekly review, the total falls to ~\$33.2K.

399 hrs

Recovered per manager seat per year

\$88.94/hr

Loaded labor rate used in calculation

\$35.5K

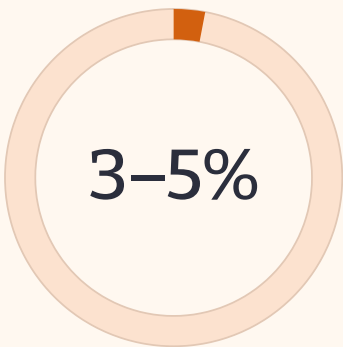
Annual value per manager seat

Impact Chain Value Engine: Pricing & ROI by Tier

With implementation plus license, Impact Chain unifies siloed data, automates analysis, and turns performance management into a measurable ROI story, from team pilot to business-unit rollout to enterprise standardization.

Pricing is anchored to value

Each tier is priced at 3–5% of the seat value it delivers. At \$35.5K recovered per manager seat per year, even the entry tier returns a strong multiple on investment.



of seat value captured in pricing

ROI by Tier

Tier	Good (Entry-Level)	Better (Growth-Level)	Best (Enterprise ★)
Team (Yr-1)	~\$38K	~\$65K	~\$100K
Business Unit (Yr-1)	~\$125K	~\$220K	~\$350K
Enterprise (Yr-1)	~\$500K	~\$850K	~\$1.4M
Manager Seats	10-25	26-150	151-1,200

Integrate

Unify data across tools and systems

Analyze

Continuously process signals and trends

Predict

Surface risks before they become failures

LLM and APIs as an Intelligent Performance Layer

Rather than replacing existing systems, an LLM and APIs act as an intelligent layer that sits above them, ingesting, standardizing, and interpreting data in real time.



Ingest & Standardize

Pulls data from disparate HR, project, and operational systems into a consistent, unified format



Analyze & Predict

Continuously monitors goal progress and flags risks before they escalate



Deliver Insights

Provides role-tailored recommendations to managers, HR, and executives in context

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Impact Chain: Defining and Measuring Success

What Better Looks Like

Success is measurable as shown in the ROI analysis and the metrics are clear. AI-driven performance management drives outcomes that matter to executives and employees alike.



Standardized Goal Tracking

Consistent methodology across all levels of the organization

Faster Risk Detection

Off-track goals identified early enough to course-correct

Higher Completion Rates

Improved accountability lifts both engagement and outcomes

Impact Chain: Technology Approach

A multi-model phased architecture ensures precision, pattern recognition, and plain-language communication, all working in concert.



Supervised Learning

Trains on historical goal data to predict likelihood of completion and flag at-risk outcomes with high accuracy



Unsupervised Learning

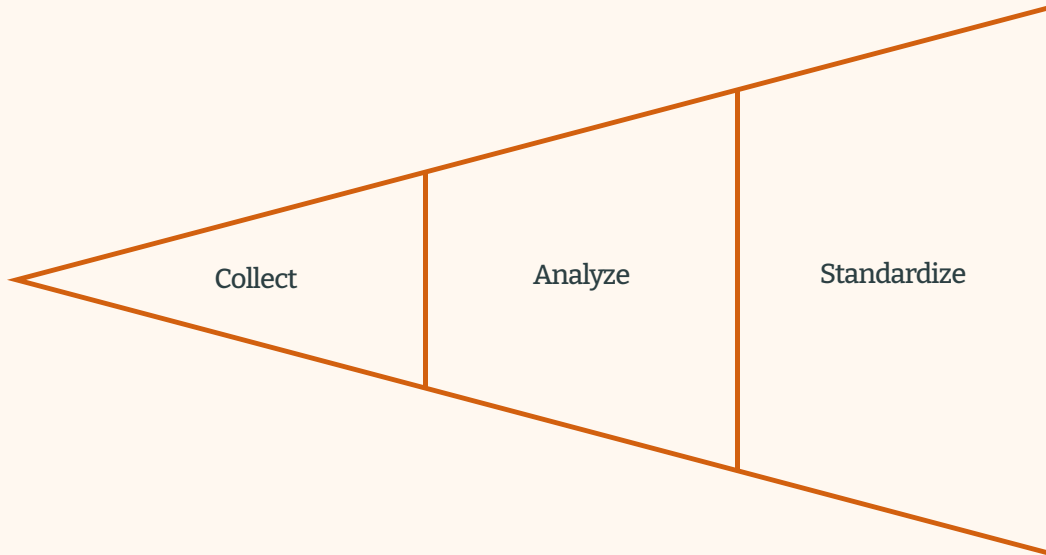
Discovers hidden performance patterns (across teams, roles, and timeframes) that structured queries would miss



Large Language Models

Translates complex data signals into clear, actionable narratives, coaching prompts, and executive-ready reports

Impact Chain: Data Integration and Flow



A centralized data architecture eliminates silos, ensuring every insight is grounded in complete, consistent, and current information.

What Gets Connected

HR Systems

Employee records, performance reviews, org structure

Project Tools

Task completion, milestones, blockers

Operational Data

Business KPIs, Objectives and Key Results, financial metrics



Human + AI Operating Model

Impact Chain augments human judgment. It never replaces it. The most effective model keeps people in control while AI handles scale, speed, and pattern recognition.

Human Control

Leaders validate LLM and API recommendations and retain final authority on all performance decisions



Trust & Training

Adoption requires change management, transparent LLM reasoning, and continuous education

Ethical Safeguards

Bias detection, fairness audits, and explainability protocols are built into the model

Validating Impact Through Experimentation



A Rigorous Pilot Framework

Before scaling, Impact Chain driven performance management is validated through structured experimentation to prove ROI and build organizational confidence.

01

A/B Testing

Compare Impact Chain assisted vs. traditional performance management on matched cohorts

02

Track Key Metrics

Measure goal completion rates, engagement scores, and manager responsiveness

03

3–6 Month Pilot

Roll out across select teams to gather statistically meaningful results before enterprise deployment

KPI Dashboard (Concept)

A unified performance dashboard gives every stakeholder from frontline managers to the C-suite - The right information at the right time!



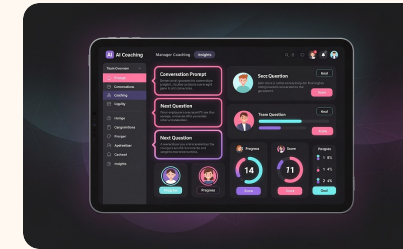
Real-Time Visibility

Organization-wide goal status updated continuously - no more waiting for quarterly reviews



Risk Drill-Down

Click into any team or individual to surface lagging goals, root causes, and intervention recommendations



Coaching & Decisions

LLM generated talking points and nudges support managers in having timely, data-backed performance conversations

Business Impact and Long-Term Value

The investment compounds over time, delivering near-term operational wins while building the foundation for strategic performance excellence.



Short-Term

Immediate transparency across goal status; faster, more confident decision-making for managers and HR



Mid-Term

Measurably better performance management cycles; reduced administrative burden; improved goal completion rates



Long-Term

Sustained productivity gains, stronger talent retention, and a performance culture aligned with enterprise strategy



Executive Summary

Impact Chain LLM and API-driven performance management is not a future state, it is an actionable, measurable investment with clear returns.

Unify

Transform fragmented goal data into a single, intelligent source of truth

Illuminate

Give leaders real-time visibility and predictive alerts to act before risks materialize

Deliver

Drive measurable gains in performance, engagement, and long-term organizational productivity