Module 3: Identification
Performance and Potential Matrix

What is the difference between performance and potential?

This **performance and potential matrix** for Talent ID evaluates players along two key dimensions: (1) current performance, and (2) future potential. By analysing where players fit within specific quadrants of the matrix, organisations can optimise talent investments and tailor development strategies, ensuring that resources are directed toward individuals who offer both immediate contributions and long-term value.

Performance assesses a player's present abilities, including technical skills, tactical understanding, physical attributes, and psychosocial factors. A player's current performance is crucial in determining their immediate value to the organisation and overall impact on the team's success.

Potential on the other hand, measures long-term growth and projects future performance by evaluating factors such as attitude, work ethic, adaptability, capacity to learn, and physical development trajectory. Although this can be difficult to measure, by understanding a player's potential, organisations can estimate how they might develop into top-level talent or valuable long-term assets, whilst also guiding strategic decisions around their training and development.

Performance – here and now

High

7
Exceeds standards, but is likely performing above potential

8
Exceeds performance standards, but has average potential

9
Obvious talent with above average performance

'Shouting' Talent

Average

4
Average performer who meets standards, but not much potential for improvement

5
Average potential with average performance

6
Meets performance standards and has high potential

Low

1
Low potential and low performer

2
Average potential, but current low performer

3
High potential, but current low performer

'Whispering' Talent

Low   **Average**   **High**

Potential — how good can a player become?

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