# The 48-hour performance review – and why it might be the future - HR Magazine

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## Executive Summary

This article addresses the widely recognised inefficiency of traditional annual or biannual performance review cycles, arguing that they are structurally misaligned with the pace of modern work. The author, Ramya Venkateswaran, GM of Global HR Solutions at Remote, presents a first-person account of an internal experiment in which the company conducted a global performance review of approximately 1,800 employees across multiple time zones within a 48-hour window. The core argument is that long review cycles encourage 'feedback amnesia,' create misalignment between self-assessments and manager ratings — evidenced internally by a 25% disagreement rate in earlier cycles — and impose disproportionate administrative burden. The experiment relied on pre-existing continuous feedback infrastructure, including monthly check-ins, real-time AI-assisted drafting tools, and live dashboards for manager alignment. Key reported outcomes include a 15-fold reduction in process length and over 7,600 hours of employee time saved. The article concludes that the model is replicable where organisations have established the requisite cultural foundations of continuous feedback, clear role expectations, and executive sponsorship, rather than treating the 48-hour format itself as a universal solution.

## Key Insights

1. A 48-hour global performance review cycle is operationally feasible when underpinned by continuous feedback habits, monthly check-ins, and pre-defined role expectations established well in advance.

2. Remote reported that 25% of employees disagreed with their manager's performance rating under the previous long-cycle model, suggesting structural misalignment between self-assessment and managerial evaluation in traditional review formats.

3. The article frames the 48-hour sprint not as the core innovation but as a by-product of a prior cultural shift — converting performance management from a periodic event into an ongoing organisational habit.

## Practical Takeaways

• Organisations seeking to compress review cycles may find that the prerequisite investment lies in continuous feedback infrastructure — monthly check-ins, real-time documentation, and clear role expectations — rather than in the review format itself.

• AI-assisted drafting tools and live manager dashboards were identified as the operational enablers that allowed the 48-hour timeline to function, suggesting that technology adoption precedes, rather than follows, cycle compression.

## Frameworks Mentioned

**360-Degree Review** — Referenced in a linked article within the piece regarding how to run 360-degree feedback in appraisals, indicating its relevance to the broader performance review context discussed.

## Critical Analysis

Strengths: The article provides a concrete, operational case study with specific quantitative claims — 1,800 employees, 48 hours, 25% disagreement rate, 7,600 hours saved — lending it more empirical texture than typical opinion pieces. The framing of cultural prerequisites as foundational is analytically sound and avoids oversimplification. Limitations: The article is entirely self-reported by an employee of the organisation described, creating significant potential for confirmation bias and selective presentation of outcomes. No independent verification, control group, or longitudinal data is provided. The 7,600-hour saving and 15-fold compression figures are stated without a defined methodology. The article does not address failure modes, employee concerns about AI involvement in self-assessments, or quality of feedback under the compressed model. Biases: The author holds a senior HR role at Remote, the company profiled, creating a clear conflict of interest. The article functions partly as brand promotion for Remote's HR capabilities. The conclusion, while hedged, still implicitly positions the 48-hour model as aspirational for other organisations.

## Organizational Practice

Remote, a global HR solutions company, piloted a 48-hour performance review cycle covering approximately 1,800 employees across multiple time zones. Prior to the sprint, the organisation established monthly manager check-ins, real-time feedback documentation practices, and clearly defined role expectations. During the review, AI tools were used to draft self-assessments and manager reflections based on existing feedback data, while live dashboards enabled managers to identify outliers and align ratings in real time before finalising merit and promotion decisions.

## Strategic Implications

The article points toward a broader trend of cycle compression in performance management, with organisations across sectors experimenting with higher-frequency, lower-burden feedback loops enabled by digital tooling. The reported outcomes suggest that the administrative bottleneck in traditional review processes may be more addressable than the cultural one, and that AI-assisted drafting and real-time data visibility are emerging as operational prerequisites for compressed cycles. The 25% self-assessment disagreement figure highlights a persistent challenge in calibration that faster cycles alone may not resolve without structural changes to expectation-setting and manager training.

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**Validation Status:** passed

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