Transformation Pillar:
Talent Architecture & Capability Development

The A-Z of Competency Management

A competent workforce is the beating heart of any organization. Without it, companies are only empty monuments and useless equipment. Only people can energize and drive an organization towards success. But what characterizes and defines their competence?

COURSE OVERVIEW

This high-octane workshop, packed with case studies, critical insights and action-learning, will explore the concepts of competency, competency models, competency assurance and competency management. It will highlight the increasing importance of such models as a common language for talent management across HR systems (e.g., recruiting, hiring, promoting, training, appraising).

This course will provide a clear, undisputed definition of competence that emphasizes effective behavior and performance as a primary driver. Designing, developing and implementing models will be discussed, as will sample competency models and frameworks be presented. Case studies of successful applications in organizations will demonstrate the effectiveness of competency models, competency mapping and competency profiling. Finally, the different applications of these models in talent areas such as acquisition, development, and performance will be discussed. Mostafa Azzam, who will be leading this workshop, will be incorporating findings from his most current research into international Competency Management practices and trends.

WHO SHOULD ATTEND

This course should interest HR professionals who want to introduce Competency Modelling into their roles. It is of primary interest to Senior Advisors, Business Partners, Generalists, Specialists or Line Managers in HR (or across the business). It is also of significance to HR and OD Professionals looking to build their knowledge, skills and confidence around Competency Management or seeking to update their current understanding of Competency Models, Frameworks, Processes and Practices.

COURSE OBJECTIVES

By the end of this intensive learning journey, you should be able to:

- **Define** the anatomy of a competency
- **Define** levels of proficiency for competencies
- **Link** competency models to organizational goals and objectives
- **Consider** future-oriented job requirements
- **Use** rigorous job analysis techniques to identify, analyze and develop competencies
- **Organize, structure** and **implement** a competency framework in your organization for a variety of HR applications
- **Use** information technology to enhance the usability of competency models
- **Maintain** the relevance of competencies over time

COURSE METHODOLOGY

A balanced approach between PowerPoint presentation, facilitated discussion, case studies, individual exercises and group-based activities will ensure the direct transfer of skills, information and relevant practical experience as well as show you how to design, develop and consolidate competency models and frameworks that you can implement within your everchanging business environments.

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