Competency Modelling System
Match the right person to the right job

Competencies are the fuel for innovation and the roots of competitive advantage

WHY COMPETENCIES ARE IMPORTANT?
"The number one strategy used by best in class companies was to develop a competency framework."

Competency vs. Job Descriptions

A job description for a given position results from a process known as job analysis. This is when human resources or company leaders analyse and clarify the requirements for a **job**.

A traditional **job description** emphasizes the **duties** and responsibilities of an employee.

Job Specification is a listing of incumbent's qualification, skills, and abilities, that are needed to perform a particular job efficiently.

Competency modelling takes the **description** a step further. It outlines qualities and **competencies** necessary for success in a **job.**

A **competency** is a set of skills, knowledge, abilities, attributes, experience, personality traits and motivators which has a predictive value towards an individual effectively performing in a job.

Competency Iceberg Model

The iceberg model for competencies helps explain the concept of competency. The competency has some components which are visible like knowledge and skills but other behavioural components like attitude, traits, motives, personality traits, self-concepts, beliefs, values, and interests etc. are hidden or beneath the surface.
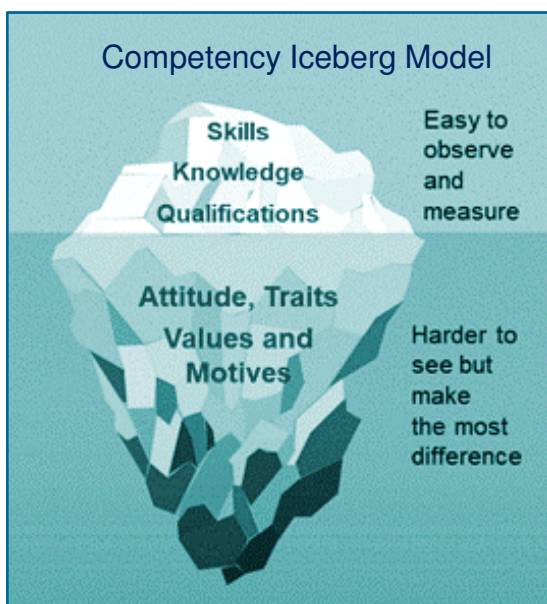
Competencies Model

The implication of the Iceberg Model is that the lower levels of the pyramid drive the higher levels, implying that the traditional knowledge, skills, and abilities (KSAs) are merely a tip of the iceberg in assessing and predicting an individual's potential for successful performance.

Competencies are a combination of knowledge, skills, abilities and OTHER individual characteristics (often called KSAOs, including but not limited to motives, personality traits, self-concepts, attitudes, beliefs, values, and interests) that can be reliably measured and that can be shown to differentiate performance.
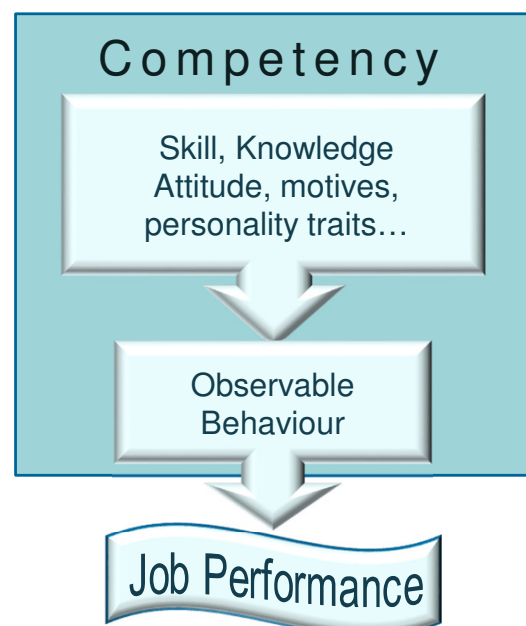
Competency modelling is the identification, definition, and measurement of the KSAOs that are needed to perform successfully on the job.

Behavioural Indicator

A behavioural indicator is a statement of what can be observed from an individual manifesting the competency. It provides objective evidence that the individual possesses the competency, and shows what effective performance looks like.

Competencies ➔ Performance

The degree of competence of a person determines how that person may perform in a particular job.

Competency Iceberg Model

Skills
Knowledge
Qualifications

Easy to observe and measure

Attitude, Traits
Values and Motives

Harder to see but make the most difference

Competency

Skill, Knowledge
Attitude, motives,
personality traits…

Observable Behaviour

Job Performance

Why Competencies are Important to Organisations?

Competency modelling is increasingly important for workplace learning professionals tasked with learning results. Research suggests that some individuals may be 20 times more productive than others.

In the traditional method of hiring, most of the organisations looked at just the visible components of competencies; the knowledge and skills.

Competency models have emerged as valuable tools. They can be created for specific jobs, job groups, occupations, industries and organisations.

Benefits of a Competency Framework

For the Organisation

- Enable employees to achieve a high level of performance
- Ensure that training and professional development are cost-effective
- Improve communication between employee and management
- Develops employees for the Succession Plan
- Provides measures for performance required to meet organisation's goals
- Ensures effective employee selection; "hire for attitude, train for skill"

For Employees

- Set clear performance expectations for employees
- Enable employees to make work more effectively
- Know what skills they would need to develop to move up in the organisation
- Clarify standards of excellence
- Specify targeted areas for professional development
- Lead employees to greater engagement and motivation

Applications

Competency models are widely used in business for defining and assessing competencies within organisations in both hard and soft skills.

Competency frameworks provide clarification around the behaviours expected at different levels throughout the organisation. Competencies help us to:

- Design jobs and structure
- Write job descriptions
- Manage and develop performance of staff
- Recruit and select staff
- Train and develop staff
- Identify and plan career paths
- Plan for successors for key jobs
- Develop our organisational culture
- Increase productivity
- Improve work performance

Superior Performance

Competencies have been become a precise way for employers to distinguish superior from average or below average performance.

The reason for this is because competencies extend beyond measuring baseline characteristics and or skills used to define and assess job performance.

Level 4
Superior

Level 3
Advanced

Level 2
Intermediate

Level 1
Beginner

Call us now on +971 4 351 6993 and find out about designing and building competency model for your organization.

Some of Our Clients

Alpha UK Training L.L.C
P O Box: 120385, Dubai, UAE.
Tel: + 971 4 351 6993
Fax: + 971 4 351 6994
Email: dubai@alphatraining.co.uk
web: www.alphatraining.co.uk

Pearson
A Pearson Assured Organisation

ISO 9001:2015 CERTIFIED COMPANY

UKAS MANAGEMENT SYSTEMS
8327