

Avilar, Inc.

Competency Definitions Sample



Set: Human Resources and Learning

Competency	Workforce Planning and Employment
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Task	Screens Candidates
Definition	Conducts screening interviews and administers pre-employment tests. Gathers employment references. Arranges for background and drug checks.

Competency	Facilitating Organizational Change
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Task	Manages and Implements Organizational Change Projects
Definition	Identifies sponsors or champions to help ensure successful project implementation. Sources work, creates budget, plans, organizes, manages and executes complex change projects.

Set: Manufacturing

Competency	Health and Safety Management
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Task	Conducts Health, Safety and/or Environmental Inspections
Definition	Conducts and documents regular and spot safety, health and environment inspections. Includes appropriate people in planning and evaluating safety assessments. Develops and monitors corrective action plans.

Competency	Production
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Task	Ensures Quality
Definition	Ensures that materials, processes and final product meet quality specifications. Uses and supports quality systems and tools. Expresses ideas for improving production quality through appropriate channels. Takes an active approach to quality improvement.

Set: Sales and Marketing

Competency	Sales Management
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Task	Develops and Implements Sales Strategy
Definition	Identifies specific actions to increase sales. Sets financial goals for specific products or services. Makes effective use of available resources when implementing sales strategy. Sales performance meets company goals. Revises and enhances sales strategy based on changing conditions to maximize sales probability.

Competency	Marketing Communications
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Task	Product Branding
Definition	Using sales, research and competitive analysis, creates branding that differentiates product from competition. Coordinates product branding/ messaging with organizational goals and sales activities.



Set: Leadership Skills

Competency Performance Management

Task **Sets Performance Expectations**
 Definition Ensures that employees fully understand performance expectations. Documents performance expectations appropriately and makes them constantly accessible to the entire team. Helps employees to align individual goals with work unit and organizational goals.

Competency Business Communications

Task **Conducts Business Meetings**
 Definition Invites the right people with sufficient notice. Creates and distributes clear agenda. Manages discussion in a manner appropriate for the purpose and topic of the meeting. Records and distributes minutes and action items generated.

Set: Professional Skills

Competency Work Management

Task **Sets Work Goals and Objectives**
 Definition Sets specific, measurable, aligned, realistic work goals. Accurately scopes out length and difficulty of tasks and projects. Determines priorities in a meaningful and practical way. Uses goals to guide actions. Anticipates and adjusts for problems and roadblocks. Establishes checkpoints to evaluate progress towards goals.

Task **Self Development**
 Definition Has an accurate assessment of skill gaps for current and future role and identifies opportunities for development. Takes an active approach to creating and implementing an Individual Development Plan. Stays informed of current industry trends. Learns quickly and apply new concepts on the job.