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### **Twenty-Seven Competency Management Project Tips Offered in New Avilar White Paper**

COLUMBIA, MD – February 27, 2007 – Avilar, Inc., a leader in eLearning and Competency Management, released a white paper this week entitled *Common Competency Management Pitfalls: How to Avoid Detours on the Road to Talent Management*. The white paper, written by Avilar’s Director of Workforce Solutions Christine Hipple, includes 27 tips on how to avoid mistakes commonly made on competency management projects.

The white paper is divided into three sections; Planning Pitfalls, Competency Model Pitfalls, and Execution Pitfalls. Each section includes descriptions of three common mistakes, and for each mistake there are three avoidance tips, making 27 competency management project tips within the paper. The complimentary white paper is currently available on Avilar’s website, [www.avilar.com](http://www.avilar.com).

“As a true believer in competency management and its benefits to all organizations, it’s somewhat painful to acknowledge all the potential difficulty and downsides, but as with any large-scale project there are plenty of areas for mistakes,” says Hipple. “The key is to learn from the mistakes of others and prepare to do things right from beginning to end. Along with the other consultants at Avilar, I wrote this paper with the hope that everyone who reads it will take at least one of the tips - probably several - and see better results in the end.”

The white paper is full of stories from consulting projects that create concrete examples for the reasoning behind the tips. In one example, Hipple cites a company that had no consistency in the wording of their competency model. Each department had composed their own portion of the model and when it came time for leadership to make decisions based on the assessment data, they were unable to understand the results because of the technical definitions. The client had to take an unnecessary step of translating the assessments into a language everyone could understand. As a tip, Hipple recommends that model writers “make assessments more accurate by defining non-technical skills in observable, behavioral terms and avoiding technical jargon.”

When asked about the decision to share such a wealth of consulting advice in this white paper, Hipple responded, “This white paper is aligned with Avilar’s approach of practicality and grounding consulting advice in best practices. What better way to prove Avilar’s approach than by demonstrating our use of those principles?”

Several decades of competency management project experience were compiled by Hipple and other Avilar consultants, including Director of Competency Management Hal Gerrish. Hipple says these stories are just a sample of their consulting experience.

Hipple has more than 20 years of strategic human resources and training experience across several fields and Gerrish also boasts 20 years experience in competency management projects and training. As Avilar consultants, Hipple and Gerrish guide clients through their eLearning and competency-based projects as well as consult on how to best use Avilar’s web-based competency management solution, WebMentor Skills.

#### About Avilar Technologies

Avilar Technologies, The Competency Company™, provides web-based competency management and learning solutions for the corporate, government and academic sectors. With its Smart, Strategic and Proactive solutions, Avilar offers a competency-based approach to workforce development to help organizations build a competency framework that will support efforts in training, performance management, career planning, succession planning, and recruiting. Formed in 1997, Avilar was a pioneer in the e-Learning marketplace. The flagship WebMentor® product line, originally introduced in 1998, includes a complete suite of affordable, easy-to-use, and full-featured competency development and management tools. Avilar is the recipient of the Excellence in E-Learning for Customer Satisfaction award from Brandon Hall and E-Learning Magazine, and was cited by Training Magazine as a top “Price-to-Value” provider.