

Competencies: 6 Best Practices That Drive Workforce Success



Avilar Technologies, Inc. | 6760 Alexander Bell Drive, Suite 105 | Columbia, MD 21046 | (888) 759-7053 | www.avilar.com

What are some factors that set a successful company apart from its competition? Certainly one factor is how well a company's competencies are evaluated and managed.



Companies who compete—and win—in their respective markets think strategically and understand how critical it is to address any gaps that exist in their workforces' skill set compared to the company's unique business goals.

It's critical to have a clear view of how well each employee's competencies match the specific requirements of his or her job. Without it, organizations miss out on increased revenue opportunities due to inefficiencies and average performance.

Competency management can be a powerful tool to drive revenue, particularly within certain departments. Imagine what a 5%, 10%

or even 20% improvement in sales performance would mean to your bottom line!

What Are Competencies?

Competencies are an organization's cumulative fundamental knowledge and abilities or expertise in specific subject areas. A company's competencies are what make an organization stand out in a marketplace - or not stand out.

By incorporating a competency management plan, you'll be better equipped to develop, engage, and retain your greatest assets – your employees.

Competencies: 6 Best Practices That Drive Workforce Success

1 Core Competencies - Assess Skills and Identify Gaps

Within any organization, core competencies apply to all employees and need to tie in with your company culture. Once established,

perform skills assessments and identify skills gaps. Skills gaps are the difference between the skills a specific position requires, and the actual skills possessed by a staff member or job candidate. Assessing these gaps is mission critical.

2 Get Your Workforce Exactly Where You Need It in Order to Compete

Company-wide goals are great to have, but if your workforce is not aligned with those goals, or worse yet, lacks the skills to achieve them, the goals become little more than unrealistic expectations.

Competency assessments also allow for a systematic assessment of a workforce in relation to the desired workforce. By regularly assessing, tracking and measuring competencies, an organization can make informed staffing and training decisions as needed.

3 Improve the Dialogue

One benefit of implementing a competency management initiative is the inevitable improved communication between a workforce and management. Managers can use competency plans as benchmarks for employee performance and rate employee performance against each established competency.

Instead of addressing performance during annual reviews only, here's an opportunity to make it an ongoing process, and to ensure that everyone is on board.



4 Improve Your Recruitment and Succession Practices

According to an annual survey by the ManpowerGroup, "Among U.S. employers, 48% acknowledge that talent shortages have a medium to high impact on their business, but few are putting talent strategies in place to address the problem."



Use competency performance data to identify your top performers and those that need additional development. Tie this in with career development plans, which are critical for all employees for improving engagement and retention and gaining a commitment to their own development. Knowing exactly what skills are required for a position makes recruiting and succession planning significantly more efficient.

5 Optimize Performance to Accelerate Organizational Growth

Numerous studies have demonstrated that organizations that have competency management initiatives in place exceed those that don't in revenue per employee, customer satisfaction and efficiency. A proactive approach can build organizational capacity and trust. Knowing the landscape of your workforce allows you to recognize what needs

to be improved to reach corporate goals and to develop a competitive advantage.

6 Anticipate Market Opportunities

Organizations can better respond to market demands or trends when its leadership knows their workforce's skill sets and capabilities. By analyzing the data within competency reports, companies can project future possibility of critical gaps in core competencies and use this information to forecast upcoming talent shortages and to be proactive in developing future training needs. Through the use of competency models and [assessment tools](#), organizations can better plan for and take advantage of opportunities within their industry.

How to Implement a Competency Management System

As you can see, the case for implementing a competency management system within your organization is strong. Combining the proper competency model with a robust competency management system, such as WebMentor Skills™, allows organizations to leverage data to create a more productive workforce and accelerate business growth.

Founded in 1997, Avilar is a leader in competency management and workforce optimization. Our flagship WebMentor™ product line includes a complete suite of affordable, easy-to-use, and full-featured competency development and management tools.

Learn more about the progressive impact of competency management by contacting Avilar to [schedule a demo](#) of WebMentor Skills™. You can also read our white paper - [8 Critical Success Factors for Competency Management Implementation](#).

Competencies considerably impact every part of the employee lifecycle, from recruitment to succession planning, including less talked about practices such as business continuity.

Although the entire process may seem daunting, breaking it down into manageable steps will lighten the load.

The benefits far outweigh the effort and the end results have tremendous potential for a high performing organization, improved operational efficiencies, and better business results overall.