



6 Best Practices Related to Competencies That Drive Workforce Success

Avilar Technologies, Inc.
6760 Alexander Bell Drive, Suite 105 • Columbia, MD 21046 • P 410.290.0008
Avilar.com

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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 is critical to have a clear view of the 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!

Competencies?

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

It stands to reason that the more you know about where your employees actually are in relation to achieving your company's goals, the more informed you'll be to make critical decisions.

6 Best Practices Related to Competencies That Drive Workforce Success:

1. Assess and Identify Gaps in Workforce Skills

Within an organization, 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.

Instead of addressing performance during annual reviews only, here is your 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.”

Knowing exactly what skills are required for a position makes recruiting and succession planning significantly more efficient.

5. Anticipate Market Opportunities

When an organization’s leaders accurately assess their workforce’s competencies, they are more informed and in a better position to respond to market demands or trends, and to take advantage of existing opportunities.

6. Watch Your Organization Grow

Now that you've got your recruitment, workforce assessment, and promotion/succession practices lined up, here's something to confirm that you're on the right track:



Numerous studies have shown that the organizations that have competency assessment and management practices in place outperform by far those that don't, in revenue per employee, customer satisfaction and efficiency.

You're not only in the game now ... you're winning.

Wondering Where to Start?

How to Implement a Competency Management System

Whether it's finding skills gaps, enabling better recruiting decisions, aligning employee training with company goals or gaining key data for future company growth, the case for implementing a competency management system within your organization is strong. Learn more about [The Avilar Competency Model](#) or [contact us](#) to schedule a demo.

About Avilar

Avilar is a leader in competency and workforce development providing web-based competency management and learning management tools and expertise for the past 20 years.

We bring leading human capital management and business intelligence professionals together with our state-of-the-art workforce management system to solve the complex issues of the global workforce today.

We've helped hundreds of organizations grow into more successful and efficient operations and we're eager to help you too.