



COMP DNA

Competencies Dictionary and Need Analysis training – This is a 1-day training to provide simple best-practice competencies' descriptions which are easy to use in organisations. The dictionary can be used to define competencies which are necessary for the various positions and divisional requirements. The same can be further used to gauge the gap between the current competency levels and the targeted competency levels. The training covers the administrative functions within the Simpeo™ PMS system to easily define competencies, and to produce competency appraisal reports for any user of the system.

Getting confused with competencies versus KPIs?

Achieve a motivated workforce with the right balance and use of competency-based measures.



The facilitator, Zaharin Ali, has over 28 years of working experience, with many years in the top leadership position. He is well experienced in forming and implementing strategic plans, managing risks and business continuity, securing and managing customer relations, and developing human talents. As a management practitioner, he has been involved in numerous leadership programs, and had been involved in extensive change management projects servicing more than 5,000 Government and Private sector clients. His career included being Head of Company for a Government-linked company, and Group CEO for a large IT company based in Kuala Lumpur. Prior to that, he was Vice President for a MSC flagship company in Cyberjaya. Zaharin holds a Master of Business Administration (Finance) and double Bachelor of Science degrees in Electrical and Computer Engineering. He is also a certified HRDF RPL assessor and HRDF trainer. He is currently completing his Doctorate programme in Business Administration.



COMP DNA Training

Focal Point:

Competency in Human Capital has come a long way since it gained traction as a preferred means to evaluate the behaviour of an individual employee in the early 1970s. Today many see competency as a combination of knowledge, skills, attitude and experience; making up one's state or quality of having the ability to perform a specific role properly. It is therefore sometimes regarded more important than just pure know-how, and thought to grow with the individual's ability to learn and adapt through experience.

Although different organisations would attach different meanings to what are thought to be competencies, there are standard attribute qualities that are generally accepted as competencies; such as creativity, coaching, negotiation skills, and many more. Unfortunately most of these attributes would rightly refer to just that, i.e. a state of quality, and therefore they are intrinsically difficult to measure.

Apart from being confused in their meanings, plus their inherent difficulty to measure; the significance given to these competency sets would also differ from one organisation to another. These confusions are most apparent in HR appraisals when managers try to blend competency measures, many times unsuccessfully, with other objective indicators such as the personal Key Performance Indicators (KPI).

Good companies with good Competency-based management strategy would learn to capitalise on not only the objective-based targets, but the qualitative-based competencies to drive and stimulate their workforce. Especially in changing times and diffusing traditional role-boundaries, competencies have become more and more critical as a measure of personal success. Getting the right analysis of competency needs for every individual and subsequently getting the right measure, would be an important start point.

What We Do

We help companies who need a simple yet practical framework to define, analyse needs, and subsequently measure competency attributes, on top of their existing objective indicators (KPIs). We do this by providing a best-practice competency dictionary in our training, to be adapted into the organisation concerned. This is followed through with a practice training on competency-need analysis of individuals. To complete this training, we demonstrate using our Simpeo™ PMS tool the definition of competencies, and how applying measurements can generate competency appraisal scores which are balanced together with the other objective-based indicators, overall achieving a good Competency-based management intent.

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