

Strategic Sales, Marketing, Segmentation, Targeting & Positioning

Workshop Coverage – Topics Outline [1 - 3 Days]:

[Schedule: 9:15-10:45AM / 11-1PM / 1:45-3:15PM / 3:30-5:30PM]

Background:

People - Your Employees! Not just money, your buildings, infrastructure, superior technologies, tools...: Competent people --- when they become your employees are your most valuable asset! You need the right talented individuals, the dedicated ones with drive and good instincts...

You want them as your managers, your supervisors, your division heads and your department leads: Organizers and visionaries who keep your business in top form, efficient now and prepared for the future by creating a competitive advantage.

And you want a talented work force with competence, dedication, and drive: Men and women who routinely get the job done right and on time... But how can you find those people? And how can you promote those qualities among your existing employees? This workshop is an ideal place for you to discover an experiential learning about both Competency and Talent Management!

Who Should Attend?

1. HR - Staffing, Recruitment & Development Teams
2. Workforce & Talent Development Teams
3. Technical & Functional Competency Managers
4. Competency Mapping, Assessment & Development Teams
5. Project & Program Leads and Managers

Learning Objectives:

Following are the key questions that you need answers and insights that you can expect from this 'Talent & Competency Excellence' Workshop:

- How can I create a unified, motivated workforce?
- How can I retain and develop my best people?
- How do I find the candidates best suited for promotion?
- What—exactly—should I look for in applicants?

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Answers to these key questions will help you refocus your company, drawing your entire workforce together into a united, highly motivated team.

- You'll see more cooperation among your managers, leading to better coordination and less internal competition.
- You'll see productivity increase as workers come aboard with the new system.
- You'll see overhead decrease as everyone recognizes the rewards for personal effectiveness.

By assessing key jobs in your company and creating competency models for them, this Workshop can help you:

- Identify key skills and traits that distinctly enable us to find the right and effective employees to suit the job on hand
- Develop employee performance management and review templates that rate workers on primary and secondary competencies
- Develop an in-house process and procedures directed toward crucial skills and attitudes
- Produce competency profiles to aid in talent management, promotion and hiring

Achieve Talent & Competency Excellence [1 - 3Days]

Competency Models – Framework Development & Talent Assessment Insights

1. Competency Classification – Analytical, Technical, Leadership, Business, Interpersonal And Technological
2. Phases To Create A Competency Model – Needs Assessment & Data Collection, New Model Development, Model Validation, Final Refinement & Confirmation
3. Foundational, Workforce Learning & Performance Competencies
4. Seven Steps In Creating A Competency Model
5. 4E (Envision, Enable, Engage & Exemplify) Competency Framework
6. Leadership Competency Grid – Matrix – Goals – Assessment Worksheet
7. Job Analysis & Competency Validation – 'Project Manager' Job Competency Model
8. Competency Assessment Instruments - 360 Degree 'Individual Contributors', 'Team Leaders' & 'Business Leaders' Survey

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