

5 REASONS TO USE COMPETENCIES

1. *Competencies provide direction:* Most fundamentally, competencies provide organizations with a way to define what its employees need to do to produce the results the organization desires and do so in a way that is consistent. Competencies provide the “North Star” by which employees at all levels navigate in order to create synergy and produce more significant and consistent results.
2. *Competencies are measurable and can be developed:* When properly defined, competencies (and the impact they have on desired results) can be measured. This measurability enables organizations to evaluate the extent to which their employees are demonstrating the behaviors believed to be critical for success as well as to assess the business-relevant return on resources invested to retain, attain or develop these competencies.
3. *Competencies can be learned:* A third reason is that competencies can be learned. This means that once an organization determines the kind of competencies critical for each role, they can enhance success by taking steps to develop the capability of their employees to exhibit these competencies. Unlike personality traits, competencies are characteristics of individuals that are more flexible so they can be developed and improved.
4. *Competencies can distinguish and differentiate roles and the organization:* Competencies represent a behavioral dimension on which organizations can distinguish and differentiate roles within the organization and the organization itself. By distinguishing and differentiating competencies for each role, the stage is set for better succession and career planning. The way in which organizations accomplish financial results can vary depending on the competencies that fit their particular strategy and culture.
5. *Competencies can integrate performance management practices:* Finally, competencies provide a structured model that can be used to integrate performance management practices throughout the organization. With competencies appropriately defined, organizations can align their talent management and business strategies, and reward practices to build and reinforce key valued behaviors.

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