



Competency-Based Management Training Course

6 – 10 September 2027
Casablanca (Morocco)



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Introduction

The role of competency-based management is to get the best from people, which is a complex and challenging task. Understanding behavior, ensuring the right people are in the right jobs, and motivating them are critical to running a successful team or department.

Competency-based management plays a substantial role in addressing these challenges. This course will introduce you to competency-based management and training concepts and demonstrate how to apply them to achieve remarkable productivity and job performance.

Targeted Groups

- Head of departments, managers, supervisors, and team leaders.
- HR managers.
- HR professionals.
- ER professionals.
- Persons responsible for managing or supervising any person, group, or team, especially within a competency-based HR management framework.
- This competency-based management training course is for people who want to learn how to improve relations, productivity, or behavior at work.

Course Objectives

By the end of this competency-based management training course, participants will be able to:

- Define what a competency is and understand the distinction between competencies, skills, and tasks.
- Describe the application of competencies in public and private organizations, enhancing the competency-based HR management system.
- Distinguish between leadership, technical, and behavioral competencies.
- Connect competencies to organizational objectives and values, managing what staff do and how they do it based on a competency-based management system.
- Utilize competencies for various HR functions, including recruitment, assessment, development, talent management, performance management, and succession planning.

Targeted Competencies

At the end of this competency-based management training course, the target audience will be able to improve the following:

- The management of values - “walking the talk.”
- Leadership development within a competency-based management framework.
- Selection criteria and methods aligned with a competency-based program.
- Talent management and career planning through competency-based HR management.
- Succession planning employs a competency-based approach.
- Performance management with a focus on competencies.
- Assessment based on competency benchmarks.
- Employee development within a competency-based training system.

Course Content

Unit 1: The Links Between HR and Competencies

- An in-depth look at what competencies are and their significance in competency-based management.
- What should The support managers, team leaders, and supervisors expect from HR?
- What do support managers, team leaders, and supervisors should they take responsibility for themselves?
- The confluence of values, strategy, and HR in a competency-based management training context.
- Exploring different competency framework development methods, including behavioral event interviewing and focus groups.
- Strategies for getting buy-in from all stakeholders.
- Establishing an HR management framework centered on competencies.
- Technical, behavioral, and leadership competencies.

Unit 2: Competencies and Recruitment

- The intricate process of competency design - definitions, negative indicators, positive indicators.
- Recruitment and selection strategies rooted in competency-based management.
- Adapting a competency framework for use in recruitment processes.
- The use of assessment centers in competency-based recruitment.
- Case studies of assessment centers used in Further Education in the UK.
- Induction, orientation, and personal development within a competency framework.

Unit 3: Competency-Based Performance Management

- Implementing competencies into performance management.
- The four stages of competency-based performance management - setting objectives, providing feedback, coaching, and appraisal.
- Periodic performance reviews and their alignment with competencies.
- Linking performance to remuneration within a competency-based performance management system.
- Steps to introduce a performance management process that includes consultation, communication, training, and alignment.

Unit 4: Talent Management and Competencies

- Identifying and attracting the right talent utilizing a competency-based approach.
- Competency-based career planning and its impact on talent retention.
- Techniques for effective management succession within a competency-based management framework.
- Engaging in succession planning that relies on established competencies.
- The role of competency-based training and development in talent management.

Unit 5: Shaping Behavior and Managing Culture through Competencies

- Developing values and linking them to competencies to manage organizational culture.
- Examining motivation in the light of competency-based reward systems.
- Extrinsic and intrinsic reward.
- Empowerment and accountability through a lens of competency-based management.
- Strategies for organizational right-sizing that respect the competencies required.
- Self-assessment as a tool for competency development.
- 360-degree feedback mechanisms as a tool for competency development.