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Competency Identification

Steps for Successful Mid-Level Management

Introduction and Purpose

Competency Identification & Alignment Overview

Step 1 Explained

Step 1 is a foundational 2-day exercise designed for mid-level managers and client-facing roles to establish clear, measurable competencies that define what "good" looks like.

Purpose and Importance

The purpose is to avoid generic training by anchoring competencies to real client expectations, fostering shared ownership among learners, managers, and leadership for better outcomes.

Overview of the TAR Framework

Competency Mapping

The TAR framework emphasizes **three key dimensions**: Think, Act, and Relate, guiding mid-level managers in competency identification for effective client interactions and performance improvement.

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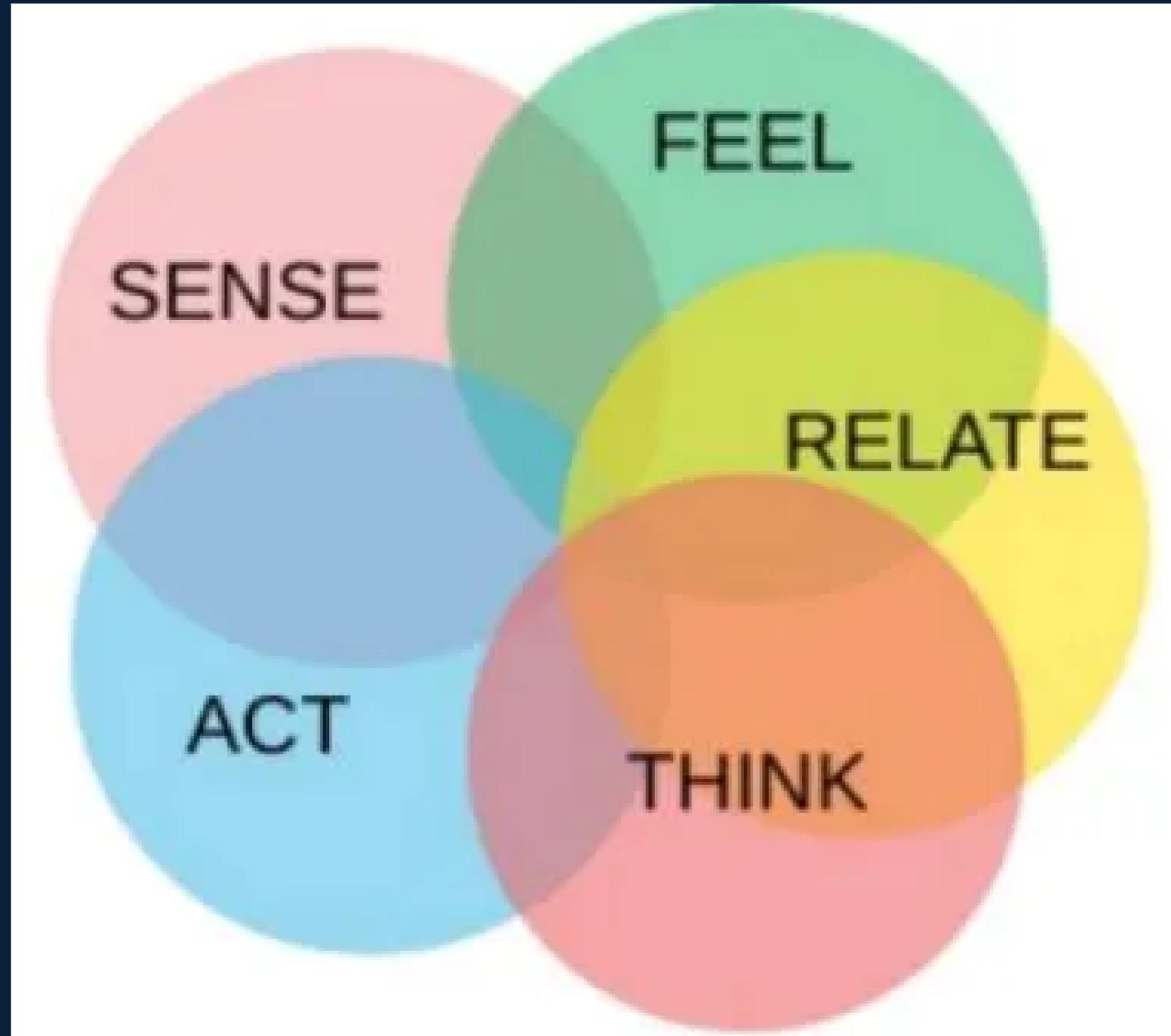
TAR Competencies Overview

Mindset

Individuals must cultivate a **positive mindset** to effectively navigate challenges and make informed decisions in client contexts.

Execution

Demonstrating strong execution involves **professional presence** and the ability to communicate effectively during client interactions and presentations.

Day 1 Activities

Exploring Competencies and Role Mapping

Role & Client Context

Clarifying expectations for success

Client-Facing Roles

Identifying key client-facing roles is essential for understanding how each position interacts with clients and the unique contributions they bring to the organization's success.

USA Interaction Touchpoints

Defining the interaction touchpoints helps clarify what effective communication and engagement look like for each role, ensuring alignment with the expectations of USA clients for optimal outcomes.

TAR-Based Competency Identification Workshop Insights

THINK

Fostering a **client ownership mindset** through discussions.

ACT

Developing **executive presence** through role-play exercises.

RELATE

Enhancing **rapport-building skills** through guided interactions.

Day 2 Focus

Observing and Measuring Behavioral Competencies

Observable Behaviors

Translating identified competencies into **observable behaviors** is essential for ensuring that learners can demonstrate their skills effectively in real client interactions and scenarios.

Proficiency Levels

Defining proficiency levels as basic, proficient, and strong allows for a **clear understanding** of expectations, enabling learners to gauge their growth and focus on specific development areas.

Client Scenarios

Aligning these behaviors with real client scenarios helps cultivate a **practical mindset**, ensuring that managers and employees can navigate actual client situations confidently and effectively.

Aligning Behaviors

Connecting Competencies to Real Scenarios

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Real Client Scenarios

This session focuses on translating competencies into observable behaviors that reflect real client interactions, ensuring that participants understand practical applications and client expectations in their roles.

Self-Assessment Process

Learners will engage in self-assessment against the identified TAR competencies, allowing them to gauge their current skill levels and identify areas for growth and development priorities.

Finalization and Ownership

Framework Freeze

Competencies are officially approved, establishing foundational expectations for roles.

Clear Roles

Each role's competencies ensure alignment with organizational objectives and client needs.

Learning Pathways

Customized development plans will guide individual growth and learning journeys.

Ongoing Support

Managers will facilitate and reinforce skill application within their teams.

Measurable Impact

Data collected will assess progress and effectiveness of the competency framework.

Deliverables

Defined competencies for targeted growth

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Competency Framework

A **custom role-specific competency framework** will be developed, aligning with organizational needs and facilitating targeted training for mid-level managers in USA client-facing roles.

Executive Presence

A clear definition of **executive presence** will be established, providing a common understanding for all participants and ensuring consistency in client interactions and leadership expectations across teams.

Training Modules

Aligned with TAR Competencies

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Direct Mapping

Each training module is **specifically designed** to align with the TAR competencies, ensuring that managers and employees can effectively translate learned concepts into real-world applications in client interactions.

Practical Applications

Through practice, simulations, and coaching, participants will engage in realistic scenarios to develop their skills, reinforcing the TAR framework and addressing identified gaps in competency and performance.

Call to Action

Embrace the framework for growth

Professional Development

This framework offers a structured approach to enhance **client-facing roles**, enabling managers to align skills with business objectives and increase overall performance through targeted training initiatives.

Observational Tools

Managers will be equipped with tools to observe, assess, and reinforce the **desired behaviors** among their teams, fostering accountability and driving success in client interactions and relationships.

Thank You!

Embrace the framework for measurable professional growth in USA client-facing roles.

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