



*Training Course:
Competency-Based Management*

*15 - 19 March 2027
Casablanca (Morocco)*

Training Course: Competency-Based Management

Training Course code: HR3017 From: 15 - 19 March 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

This comprehensive program, designed by Global Horizon Training Center, focuses on one of the most effective approaches in modern Human Resource Management: competency-based management. In today's dynamic business environment, organizations must go beyond traditional job descriptions and focus on the behaviors, capabilities, and attributes that drive superior performance.

Competencies provide a structured framework for understanding how individuals perform, not just what they do. They enable organizations to align employee behavior with strategic objectives, improve talent decisions, and build a high-performance culture. This program explores how competency frameworks can be developed and applied across key HR functions, including recruitment, performance management, talent development, and succession planning.

Drawing on best practices aligned with global HR standards such as those promoted by the Chartered Institute of Personnel and Development, participants will gain practical insights into designing, implementing, and sustaining competency-based systems that enhance organizational effectiveness.

Objectives

By the end of this program, participants will be able to:

- Define competencies and distinguish between competencies, skills, and tasks
- Identify and differentiate between leadership, technical, and behavioral competencies
- Link competencies to organizational strategy, values, and performance outcomes
- Design and implement competency frameworks within their organizations
- Apply competencies in recruitment, assessment, and selection processes
- Integrate competencies into performance management systems
- Use competency-based approaches for talent management and career development
- Support succession planning through competency frameworks
- Enhance employee development and organizational effectiveness through competency-based practices

Target Audience

- HR Managers and HR Professionals
- Talent Management and Organizational Development Specialists
- Line Managers and Team Leaders
- Employee Relations and Personnel Professionals
- Individuals responsible for designing or implementing HR frameworks
- Professionals seeking to improve workforce performance and behavior

Outlines

Day 1: The Links between HR and Competencies

- Understanding competencies and their role in HR
- Roles and responsibilities of HR, managers, and supervisors
- Linking competencies to organizational values and strategy
- Methods for developing competency frameworks e.g., behavioral interviews, focus groups
- Gaining organizational buy-in
- Building an HR management framework based on competencies
- Types of competencies: technical, behavioral, and leadership

Day 2: Competencies and Recruitment

- Designing competencies: definitions and indicators positive and negative
- Integrating competencies into recruitment and selection
- Adapting competency frameworks for hiring processes
- Using assessment centers for competency-based recruitment
- Practical examples and case studies
- Induction, orientation, and linking competencies to personal development

Day 3: Performance Management

- Applying competencies in performance management systems
- The four stages of performance management: objectives, feedback, coaching, appraisal
- Conducting regular performance reviews
- Linking competencies to compensation and rewards
- Implementing competency-based performance systems
- Communication, training, and alignment strategies

Day 4: Talent Management

- Attracting and retaining high-potential talent
- Competency-based career planning
- Succession planning strategies
- Building talent pipelines using competencies
- Competency-based training and development approaches

Day 5: Shaping Behaviour and Managing Culture

- Linking competencies to organizational values and culture
- Motivation strategies: intrinsic and extrinsic rewards
- Empowerment and accountability frameworks
- Organizational structuring and right-sizing
- Self-assessment techniques
- Implementing 360-degree feedback systems

Registration form on the Training Course: Competency-Based Management

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