

## LINKING COMPETENCY MANAGEMENT TO BUSINESS GOALS

*“Align Workforce Capabilities with Strategic Priorities for Measurable Performance Impact”*

### Schedule

Date	Venue	Fees (Face-to-Face)
14 - 15 Oct 2026	Doha - Qatar	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training, In-House Training

### Introduction

Competency management provides a strategic framework for identifying, developing, and applying the skills and behaviors needed to achieve business success. When linked to organizational goals, a competency-based approach ensures that talent development, performance, and succession are directly contributing to measurable results.

This focused 2-day training equips HR and organizational leaders with the knowledge and tools to build and align competency models with business objectives. It offers practical guidance on competency design, integration into HR systems, and using competency data to inform strategic decisions.

### Objectives

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

- Understand the strategic value of competency management systems
- Develop or refine competency frameworks aligned with organizational strategy
- Integrate competencies into recruitment, development, and performance systems
- Use competency assessments for succession planning and capability development
- Link competency data to measurable business KPIs and goals

## Why Attend

- Build a business-aligned, future-ready workforce strategy
- Ensure role clarity, consistency, and fairness across HR processes
- Strengthen talent development, deployment, and internal mobility
- Improve decision-making with skill-based workforce analytics
- Gain tools and templates to accelerate competency model implementation

## Target Audience

This program is designed for:

- HR and talent development professionals
- Organizational development and workforce planning teams
- Business unit managers involved in people strategy
- HR business partners and competency model designers
- Anyone implementing or improving competency frameworks

## Individual Benefits

Key competencies that will be developed include:

- Competency framework design and alignment
- Mapping competencies to strategic roles and functions
- Using competency data for workforce development
- Evaluating and updating competency libraries
- Linking individual capabilities with enterprise performance

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved alignment between human capital and strategic objectives
- More effective talent acquisition, development, and retention practices
- Structured frameworks for leadership and functional competencies
- A stronger foundation for succession planning and capability building
- Data-driven insights into workforce strengths and gaps

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Competency management models, trends, and business cases
- Case Studies - Sector examples linking competencies to growth and innovation
- Workshops - Competency mapping, job profiling, and model design
- Peer Exchange - Experience sharing on HR integration challenges
- Tools - Framework templates, role matrix samples, and capability dashboards

## Course Outline

### DETAILED 2-DAY COURSE OUTLINE

**Training Hours:** 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Day 1: Building Strategic Competency Frameworks

- Module 1: The Business Case for Competency Management (07:30 – 09:30) • Competency types, structures, and strategic value
- Module 2: Aligning Competencies with Organizational Goals (09:45 – 11:15) • Linking behaviors and skills to performance outcomes
- Module 3: Workshop – Designing a Competency Framework (11:30 – 01:00) • Create or refine a model aligned to strategic roles
- Module 4: Integrating Competencies Across HR Functions (02:00 – 03:30) • Recruitment, L&D, performance, succession

#### Day 2: Applying Competency Models for Impact

- Module 1: Competency Assessment and Gap Analysis (07:30 – 09:30) • Self-assessments, 360 tools, manager evaluations
- Module 2: Linking Competencies to KPIs and Business Metrics (09:45 – 11:15) • Translating talent capability into measurable results
- Module 3: Workshop – Mapping Competencies to Business Units (11:30 – 01:00) • Identify gaps and align learning priorities
- Module 4: Governance and Sustainability of Competency Systems (02:00 – 03:30) • Ongoing updates, ownership, and strategic reviews

## Certification

Participants will receive a Certificate of Completion in Linking Competency Management to Business Goals, validating their ability to design and implement competency frameworks that support performance, capability development, and strategic alignment.

## Why Choose MAWA Events

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### In-House / Customized Training

Interested in running this course for your team?

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