

TRANSFORMING BUSINESS

THROUGH



COMPETENCY DEVELOPMENT

"The right people are our greatest resource and a huge asset.
The wrong people are not an asset they are a liability."

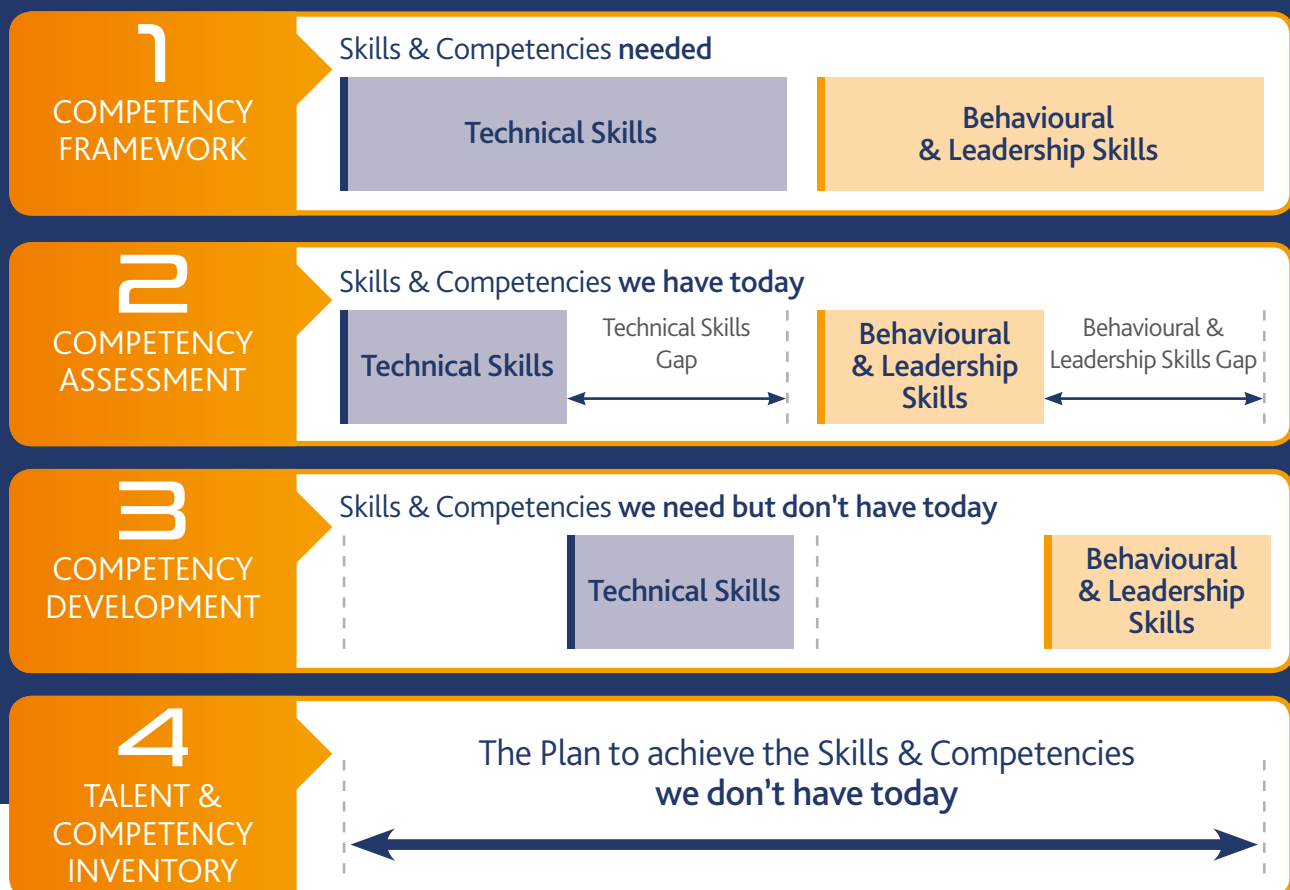


Finding answers where others cannot

THE KEY TO COMPETENCY DEVELOPMENT

Success is measured not just by 'what we do' but also 'how we do it'. Having the knowledge, skills, experience and behaviours to do our jobs well is a key part of contributing to that success.

Defining the right competencies required and mapping these to the individual's roles within your teams provides the framework for assessing and measuring performance against defined standards, identifying individual and collective development needs and ensuring that your team operates at the highest possible level. We call this the **Talent and Competency Inventory (TCI)**.



In its most simplistic form, businesses need competency frameworks to address the following key issues:

1. What skills and competencies do we need to do our jobs?
2. What skills and competencies do we have today?
3. What skills and competencies do we lack today (the gap)?

4. How do we improve this situation going forward, and measure performance improvement?

5. Do I have the right team and skills to meet my future goals?

Collectively, these constitute the key elements of the TCI process.

UNIQUE AND TAILORED SERVICES DRIVEN BY REAL BUSINESS NEEDS

We pride ourselves that we tailor our services to meet our client's individual requirements. We do not provide off-the-shelf solutions. These solutions are driven by the client's **real business needs** and consequently deliver **real business benefits**;



Done well, this structure provides an outstanding framework for the continuous development and improvement of individual and team performance. If, however, a competency assessment programme is not well defined and executed, if its implementation is ad hoc, the, like all powerful tools in ill-prepared hands, it can cause **immense damage** and all areas of potential benefit could actually be adversely affected in the process.



“This assessment and development programme was a really good piece of work from NewDawn and the results have way exceeded my expectations.”

Simon Brown, Severn Trent Water

OUR APPROACH TO TALENT & COMPETENCY DEVELOPMENT

The NewDawn Partners are experts in B2B Sales and Procurement. We specialise in talent and competency development, live project support, and business negotiations to support these key areas.

We also pride ourselves on tailoring our competency development services to meet the unique real business needs of our clients. We take a holistic approach to the full end to end process of competency definition, competency measurement, talent and competency development and competency sustainment and embedding.

WHY NEWDAWN?

Tailored to unique business needs

Our style is to tailor the competency development to our client's specific needs and then deliver in a very involving way.

This provides a robust link between your real business needs and aspirations and the performance and engagement of your employees. In our experience, competencies are unique to their businesses. Consequently, we do not favour 'one-size fits-all' or 'off-the-shelf' solutions.

Delivered 'with' not 'to' our clients

We work in close cooperation with HR and most importantly the operational business units, managers and teams.

By so doing, the clients own the solution, can implement it quickly, and have a memorable experience doing so. This is an inclusive process. As a result, we tend to have more stakeholder buy-in and implement a higher percentage of the learning.

Substantial expertise across multiple business sectors

We have substantial expertise in designing and implementing successful bespoke multilevel competency assessment and development programmes in virtually all business sectors as well as within the public sector.

We are highly skilled practitioners who have all been closely involved in competency assessment and development at a practical level both in line management roles and in the provision of external consultancy support.

Focus on the impact on the business

We make a strong link back into the business goals and results through measures which are typically business or organisational key performance indicators.

We are thus acutely aware of the importance of this work and the implications of a failure in the competency architecture. We have seen too many organisations with ad-hoc job descriptions, role profiles and competency definition. The results of this structural void are stagnation in the business, inability to raise the performance bar and achieve the results possible, and frustration from team members and managers.

OUR COMPETENCY ASSESSMENT & DEVELOPMENT FRAMEWORK

We take a holistic approach to the process to ensure that business needs and requirements feed into the competency assessment and subsequently to the development needs. The end to end process is illustrated below:



1. DEFINE & DESIGN

Real business needs are the driver for all competency definition and design work. For those businesses that do not have competency frameworks, we then design and build bespoke, relevant and appropriate competency frameworks to the roles desired and map these to collective and individual roles.

For those businesses that have old and out-dated competency frameworks, we review and upgrade these so that they meet the current requirement. This requires close cooperation with HR and, most importantly, the operational business units, managers, and teams.

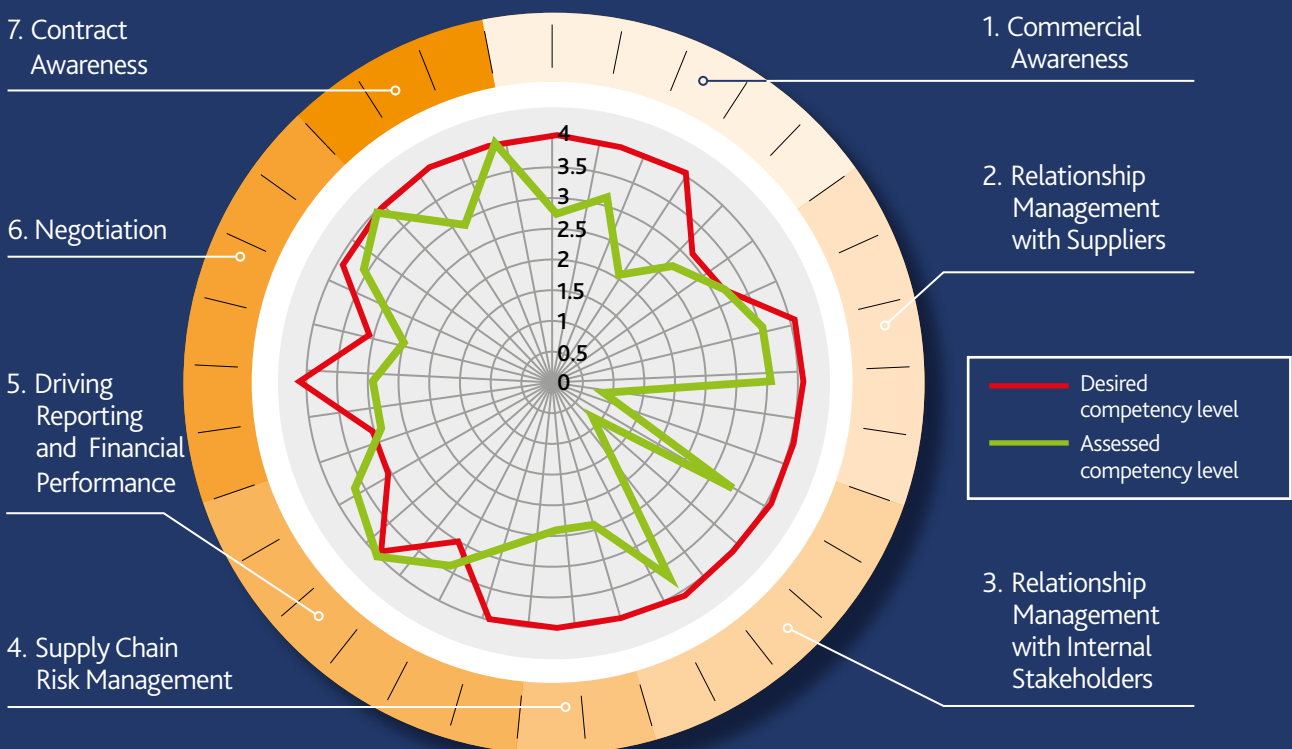


2. ASSESSMENT

As shown in our Talent and Competency Framework diagram, we use a mix of assessment processes and procedures in consultation with our clients. The most appropriate and relevant assessment processes are used, then mapped to the roles concerned using best and client approved practices.

Results and feedback are prepared in simple, visually impactful reports with clear recommendations for development and improvement. These include Talent and Competency Inventories (TCIs) for teams and working groups.

COMPETENCY MAP & ASSESSMENT



3. COMPETENCY DEVELOPMENT

We subscribe to competency development best practices through effectively implementing and embedding our work by combining multiple influences into an overwhelming strategy. Our competency development is always highly interactive, experiential and fun!

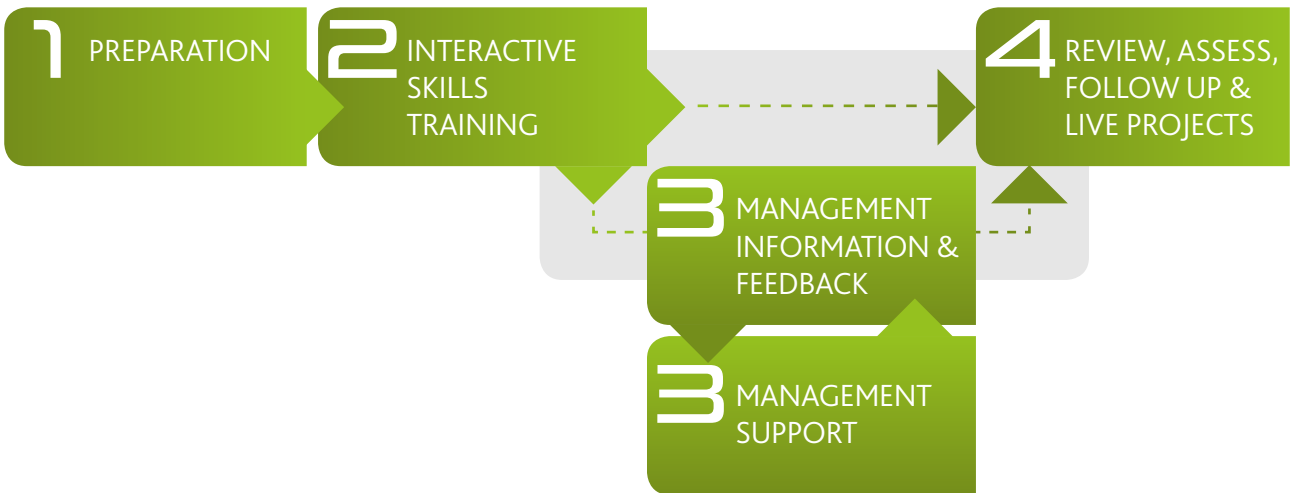
From our focus on real business needs, through our engagement style, to our bespoke and tailored programmes, we are fully focused on ensuring that our programmes deliver a fulfilling and lasting experience for the delegates and the business.



4. SUSTAIN & GROW

We sustain and grow individual and collective team performance through coaching and mentoring techniques, live project support and regular reviews of needs and performance. We are passionate about embedding competency development and training.

Through our personal experience, supported by highly effective L&D theory, we have identified the key constituents to successful training implementation. Training alone will not suffice; there are multiple other influences which need to be brought to bear. Put simply, some things work and some others do not (yet often we see businesses continue to persist with the unsuccessful).



	Personal	Social	Structural
Motivation	Link to Mission, Culture & Values	Harnessing Peer Group Influence	Aligning Rewards & Accountabilities
Ability	Skill Building	Creating Support Infrastructure	Aligning the Environment

For our full range of services and to see how we could benefit your business, please email us at enquiries@newdawnpartners.com or visit our web site at www.newdawnpartners.com

SUMMARY

The NewDawn approach is a highly robust, tried and tested process. Application of our approach has resulted in significant improvements in individual and collective performances leading to significantly improved results delivery. It provides a robust link between your real business needs and aspirations and the performance and engagement of your employees. Our clients cover a wide range of business sectors across many parts of the world.

We are uniquely positioned to be able to provide the depth of understanding of competency definition, assessment and development particularly in the sales and procurement arenas. We have experienced the benefits of a well designed and implemented process and we have also seen the damage that can be caused by a poorly designed and implemented one. Our aim is business excellence and this is best achieved by the close cooperation of our team, the HR team and the operational business units in defining the most effective competency frameworks.

Clients include:



OUR CORE SERVICES



PURCHASING
IMPROVEMENTS



SALES
IMPROVEMENTS



NEGOTIATION



COMPETENCY
DEVELOPMENT



Finding answers where others cannot