



# COMPETENCIES KNOW HOW: THE FOUNDATION OF TALENT MANAGEMENT FOR PUBLIC SECTOR EMPLOYEES

**LONDON, UK | 19-25 NOV. 2023**

Fee **£6,500**

Fee inclusive of accommodation (single room), refreshments, luncheon, ground transportation.

## Introduction

Enhancing public sector performance is a key goal of governments around the world. Successful organisations understand that improving service delivery requires implementing the right talent management strategy. Although attracting, motivating, and retaining high calibre, competent employees is essential, it is not a simple task. An important step in accomplishing this is to adopt a competency based human resource management strategy. This will ensure that the public sector is better equipped with the right talent for the right jobs, resulting in a highly productive staff well suited to obtaining the desired outcomes.



Message from  
**Nicholas Johnston**  
CEO of ECC  
(United Kingdom)

ECC is a non-profit consortium based in London with over 20 years' experience in helping organisations deliver strategic outcomes. We have worked with about 75% of universities in the UK to identify and manage competencies. Through strategic collaboration with PIPPA-USM, we can now offer our knowledge and experience in promoting and developing essential skills for HR Managers to participants outside the UK.



Message from  
**Musa Ali**  
Director of PIPPA  
(USM, Malaysia)

In the last three years we have helped about 6500 public sector managers and supervisors develop the competencies necessary to be effective leaders. Through our strategic collaboration with partners around the world, PIPPA offers training programmes in Malaysia, ASEAN countries, Middle East, Australia and Europe. In line with our motto "Translating Vision into Action" this program has been designed in collaboration with ECC to enhance the capability of internal consultants. Participants in the programme will utilise various learning activities to gain an understanding of best practices in competency based management.



Certificate is awarded by  
the ECC Board, UK

## Learning Outcomes

Participants leave with an understanding of how using a Competency Framework will deliver talent excellence

- Identify and define competencies and how important they are to describe key job requirements and behaviours as a foundation for talent management;
- Create competencies-based job descriptions that support effective recruitment decisions and manage the performance and talents of staff through induction and job/career development;
- Apply essential job competencies to structure employee discussions and appraisals that are objective and assist with the motivation and retention of talented people;
- Use essential job competencies to evaluate employee performance and development needs and draw-up relevant learning plans and effective work objectives;
- Make use of relevant technologies to develop networks with like-minded individuals that will enable them to develop and enhance their own skills;
- Identify their own expertise, knowledge and characteristics that will enable them to contribute to the overall effectiveness of their team and in turn of the organisation.
- Foundation Level certificate awarded by ECC and USM

## Course Contents

- Introduction to competencies
- ECC Competencies Framework
- Objectivity, observing and measuring competencies
- Writing competencies-based job description
- Key tasks and identifying key competencies
- Using competencies in performance appraisal
- Developing an action plan

## Course Leader

**Craig Paterson, ECC HR Consultant** has over 20 years experience at a senior level gained in the public, private and education sectors, both as an employee and as an HR and management consultant. He has demonstrable experience in all aspects of Human Resource Management and has carried out a wide number of restructuring assignments both in the education and private sectors. His role in more than 10 years with ECC has seen him being a key player with the implementation of role analysis in both Higher and Further Education, facilitating the implementation of fair and transparent pay and reward schemes and the development and implementation of competency frameworks. His particular

strengths lie in employee relations, redundancy management, restructuring, psychometric testing, assessment centres, and performance management. Craig is a non-executive director of two Scottish manufacturing Companies. Craig has an honours degree in Personnel Management and Employee Relations from the University of Strathclyde and a Masters in Employment Law at Leicester University.

**Prof. Dato' Dr. Muhamad Jantan**, graduated with a B.Sc. (1st class) from the University of Warwick (1978), and a Ph.D from the University of Wales (1982), United Kingdom, he started his career with the Universiti Sains Malaysia, at the School of Mathematics. He chairs the SETARA and D-SETARA committee to evaluate quality of Institutions of Higher Learning for all Higher Education Institutes (public and private) in their teaching and learning for Malaysian Qualifications Agency (MQA). He sits on the National Research University Evaluation Committee, Ministry Centers of Excellence, and various committees on Research grants schemes. In this capacity he developed the various measuring instruments such as MyRA (Malaysian Research Assessment), the HiCOE (Higher Education Center of Excellence) and TBS (Top Business School). He has also provide services in various capacities to private companies and agencies including Federation of Malaysian Manufacturers, INTEL, Motorola, Sharp-Roxy, Toray Industries Malaysia, Silitex Corporation, Matsushita, Siemens, Epson Precision, Invest Penang, SERI, Tourism Malaysia, Asian Development Bank, FAMA, TNRD, MIMOS, JASA, World Bank, Sistem Televisyen Malaysia, MPC, INTAN, etc.

**Susanne Bradley , (FCIPD), ECC Consultant** has over 20 years' strategic and operational HR management experience gained in the Police, Local Government and for 12 years' in UK Higher Education. She enjoys supporting managers to meet their business and legislative needs and requirements, using her expertise in HR strategy, role analysis, staff recruitment and selection, developing occupational health units and restructuring to enhance organisational change. Particular interests include: building HR and pensions networks that facilitate success; project management; implementing job evaluation and pay structures; organisational restructuring and role design; and developing behaviours/competency frameworks to support staff development, their rewards and recognition they receive.



Day	Course Event	Curriculum Coverage
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<b>Day 1</b>	<b>Morning:</b> Introduction to the Programme	Explaining the programme and expectations: <ul style="list-style-type: none"> <li>• Group interactions</li> <li>• Questionnaires</li> <li>• Learning Board – sharing learning</li> <li>• Personal development</li> <li>• Study day and Networking exercise</li> </ul>
	ECC Competencies framework and approach	Competencies and talent management – TM examples (definitions) Lifecycle of a role and importance of building blocks at each stage ECC competencies framework and how role analysis works including top six / key competencies
	<b>Afternoon:</b> Objectivity, observing and measuring	Objective / Subjective Video of prejudice for discussion Exercise: Observable/measurable Discussion Plenary: Review learning objectives covered during the day

<b>Day 2</b>	<b>Morning:</b> Creating fit for purpose job descriptions	Writing competencies-based job descriptions Template job description
	<b>Afternoon:</b> Putting together own job description	Putting together key tasks and identifying key competencies Discussion Plenary: Review learning objectives covered during the day

<b>Day 3</b>	<b>Morning:</b> Using own job description to write induction plan	Exercise: Imagine inducting somebody into own role and draw-up induction plan
	<b>Afternoon:</b> Using competencies in Appraisal/Review discussions.  Review of Networking Exercise  Completion of MyCPD log  Programme review, action planning  Awarding of Certificates by The ECC  End of Training Programme	

<b>Day 4</b>	<b>ECC Annual Conference</b>	
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