Strategic Competency-Based HR Management Training Course



02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #HR4118_289057

Course Introduction / Overview:

This course provides a comprehensive exploration of Competency-Based Human Resource Management, a strategic approach that aligns human capital with organizational objectives. Moving beyond traditional job descriptions, this methodology focuses on defining and developing the specific behaviors and skills that drive superior performance. Participants will delve into the principles articulated by thought leaders like David Ulrich, who emphasizes the role of HR as a strategic partner in achieving business success. We will examine practical frameworks for identifying, assessing, and nurturing core, functional, and leadership competencies across the entire employee lifecycle. The curriculum is designed to be highly practical, referencing concepts from established works such as "The Competency Toolkit" to provide actionable insights. At BIG BEN Training Center, we believe that a well-implemented competency framework is the cornerstone of effective talent management, succession planning, and organizational development. This program equips professionals with the tools to design and implement robust competency models that not only improve recruitment and performance management but also foster a culture of continuous learning and high achievement, ultimately delivering a measurable return on investment.

Target Audience / This training course is suitable for:

- Human Resources Managers and Directors.
- HR Business Partners and Generalists.
- Talent Management and Acquisition Specialists.
- Organizational Development Consultants.
- Learning and Development Professionals.
- Department Heads and Line Managers involved in hiring and performance reviews.
- HR professionals seeking to transition into a more strategic role.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Hospitality and Tourism.
- Governmental bodies and Public Sector organizations.
- Non-profit and educational institutions.

Target Organizations Departments:

- Human Resources Department.
- Talent Management and Acquisition Department.
- Learning and Development Department.
- Organizational Development Department.
- Strategic Planning and Corporate Governance.
- All operational departments for managers responsible for team performance.

Course Offerings:

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

- Design and develop a comprehensive competency framework from scratch.
- Define and differentiate between core, leadership, and technical competencies.
- Conduct effective competency mapping and skills gap analysis across the organization.
- Integrate competency models into recruitment and selection processes.
- Develop and implement competency-based behavioral interview techniques.
- Align performance management systems with the organizational competency framework.
- Create targeted employee development plans and career paths based on competencies.
- Apply competency models to build robust succession planning strategies.
- Champion the implementation of a competency-based system within their organization.
- Measure the impact and return on investment of competency-based HR initiatives.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning in the workplace. We move beyond theoretical lectures to foster a dynamic learning environment built on active participation. The course combines expert-led presentations with collaborative group discussions, allowing participants to share experiences and benchmark their practices. A significant portion of the training is dedicated to hands-on exercises, including the development of a sample competency dictionary and the design of a mini-framework for a fictional organization. Participants will engage in practical case studies drawn from various industries to analyze real-world challenges and solutions in implementing competency models. Role-playing sessions, such as conducting a competency-based interview, will provide a safe space to practice new skills and receive constructive feedback from peers and the instructor. This blended approach ensures a deep understanding of not just the 'what' and 'why' of competency-based HR, but also the critical 'how' of successful implementation.

Course Agenda (Course Units):

Unit One Foundations of Competency-Based HR Management

- Introduction to strategic human resource management.
- Defining competencies and competency models.
- The history and evolution of competency-based approaches.
- Differentiating between core, functional, and leadership competencies.
- The business case for implementing a competency framework.
- Aligning competency models with organizational vision, mission, and values.
- Common pitfalls to avoid in competency management.

Unit Two Designing and Developing a Competency Framework

- Project planning for framework development.
- Methods for data collection and competency identification.
- Conducting job analysis and focus groups.
- Developing a comprehensive competency dictionary with behavioral indicators.
- Techniques for validating the competency model with stakeholders.
- Structuring the framework for different roles and levels.
- Integrating the framework with existing HR systems.

Unit Three Integrating Competencies into Talent Acquisition and Performance

- Writing competency-based job descriptions and profiles.
- Sourcing candidates based on required competencies.
- Mastering behavioral event interviewing (BEI) techniques.
- Designing competency-based assessment centers.
- Transforming performance appraisals into competency-based reviews.
- Setting SMART goals linked to competencies.
- Providing effective feedback using the competency model.

Unit Four Leveraging Competencies for Development and Succession

- Conducting competency-based training needs analysis.
- Designing targeted learning and development interventions.
- Utilizing competencies for career pathing and employee mobility.
- Building leadership development programs around a competency model.
- Identifying high-potential employees using competency data.
- Creating a robust succession planning pipeline.
- Coaching and mentoring for competency development.

Unit Five Implementing, Measuring, and Sustaining the Framework

- Developing a change management and communication plan.
- Gaining buy-in from senior leadership and line managers.
- Training managers and employees on using the new framework.
- Leveraging HR Information Systems (HRIS) to support the model.
- Establishing key performance indicators (KPIs) to measure success.
- Calculating the return on investment (ROI) of the competency program.
- Future trends and the evolution of competency management.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Beyond operational efficiency, how can a deeply embedded competency framework fundamentally reshape an organization's culture and its capacity for innovation?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a holistic and strategic perspective on competency management, rather than presenting it as a standalone HR tool. We move beyond the mere mechanics of building a competency dictionary to focus on the critical process of integrating the framework into the very fabric of the organization's strategy and culture. A key differentiator is our emphasis on the practical challenges of implementation, including change management, stakeholder buy-in, and communication strategies, which are often the primary reasons such initiatives fail. The curriculum is built around a continuous feedback loop, using real-world case studies and hands-on workshops that compel participants to think like strategic business partners. Unlike programs that focus solely on theory, this course ensures participants leave with a tangible plan and the confidence to navigate the complexities of launching and sustaining a competency model. We concentrate on developing the participant's ability to demonstrate the value and return on investment of their work, equipping them to have strategic conversations with senior leadership and to champion a culture of performance and development.