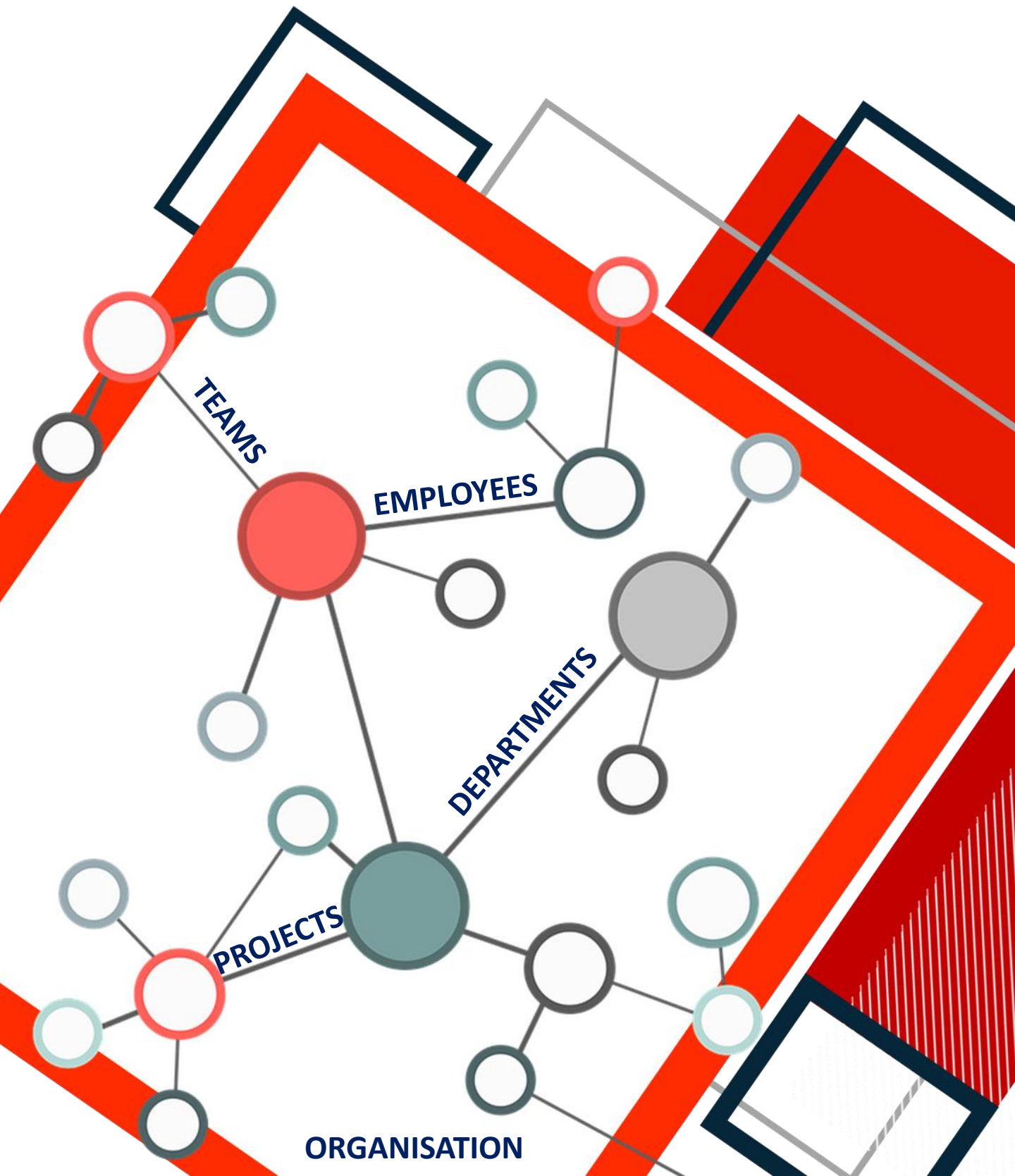


# **BEHAVIOURAL COMPETENCY ANALYTICS**

Learn to Bridge the Performance Gap



*"It's time to take a fresh look at how we motivate, develop and retain employees. In this environment, learnability is the hot ticket to success for employers and individuals alike." - Mara Swan*

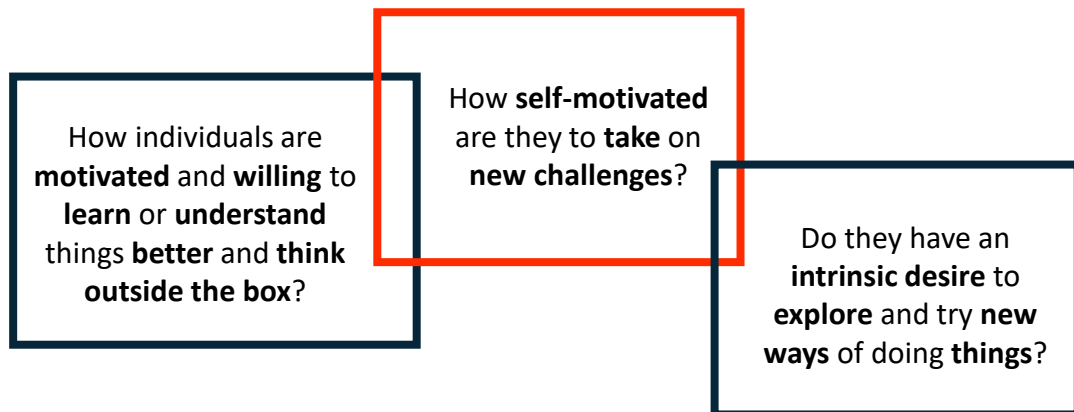
## (W)INTRODUCTION

In today's dynamic and unprecedented business environment, it is crucial for individuals to seek out **continuous skills development** in order to remain attractive to employers, and for organisations to enable their employees to **learn new skills** and to adapt to new processes and technologies. These days, career growth is determined by an **individual's ability** to **adapt** to **change** and their **willingness** to **learn** and own the progression of their career.

This calls for organisations to **promote** a **learning culture** across the levels of employees which is **aligned** with the **organisational values** and **vision**. It supports and encourages individuals to **increase** their **knowledge**, **competence** and **performance** on an ongoing basis.

Every person learns in different ways. Every human being is **motivated** and **driven** by **different influences**. Understanding how employees are "wired" to take in, process, and act on information is critical in determining the optimal way to develop and engage with them.

Helping employees develop their **LQ – Learning Quotient** – the **desire** and **ability** to **grow** and **adapt** to **new environment** and **challenges** throughout, and **gain valuable experience** is **vital** to keep them **engaged** and **productive**.



To unveil this and to strengthen the LQ of employees, **Behavioral Competency Analytics**, a **data-driven approach** to **managing and engaging people at work** is **certainly a versatile process**.

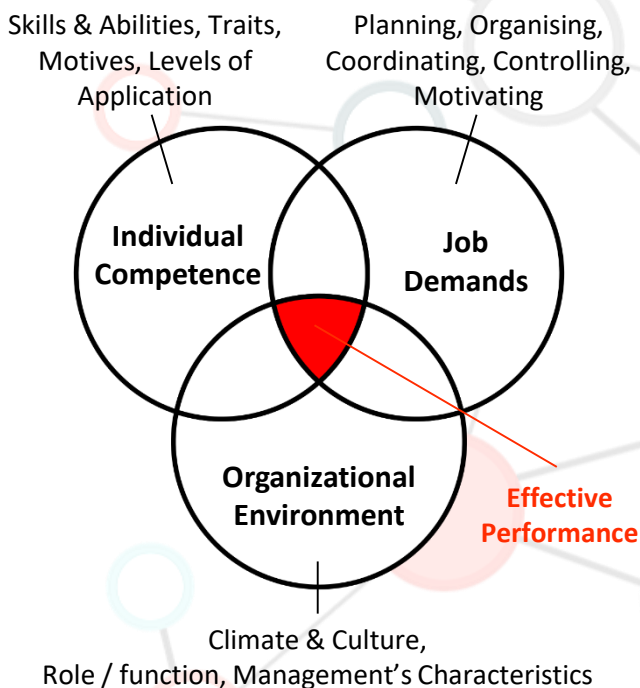
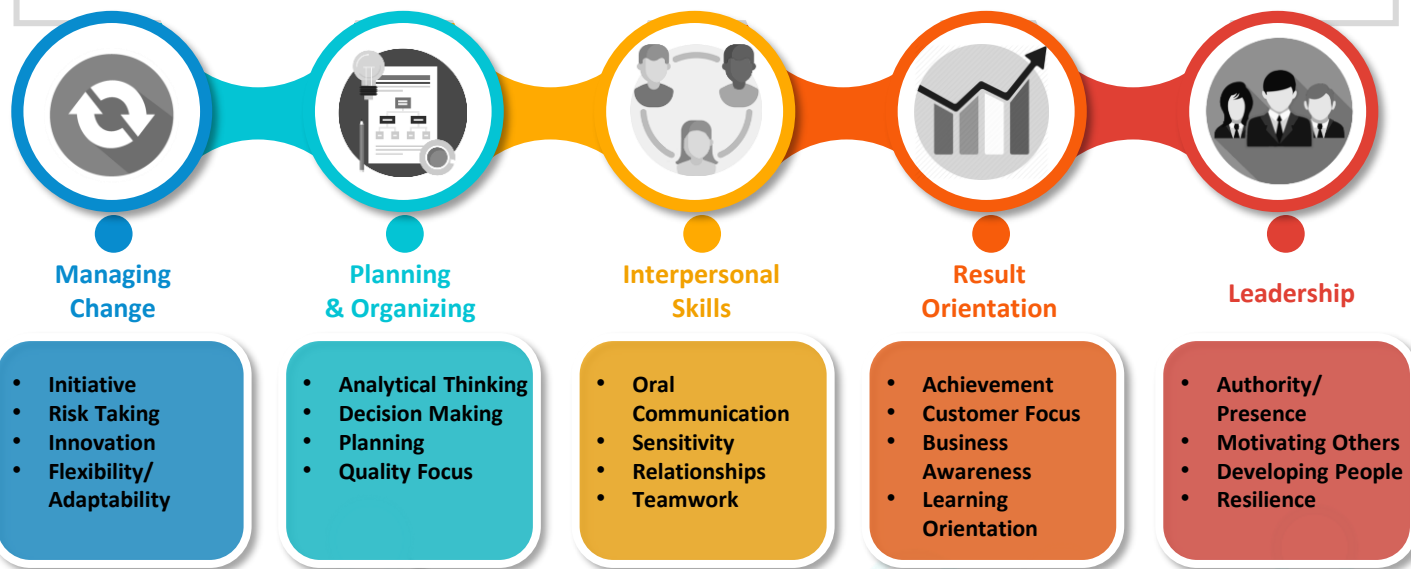
Behavioural **C**ompetency **A**nalytics measures individual's learning potential in a quantifiable way and reveals which behaviour is effective to achieve organisational goals. It offers a scientific and **objective** approach to understanding the groups' unique **B**ehaviour, **A**ttitude and **T**hinking - **BAT**.

# BEHAVIORAL COMPETENCY ANALYTICS MODEL

**Behavioural Competency Analytics** helps organisations track and **measure individual's innate personality traits, motivational drives, abilities, behaviours, and examine group behaviour** exhibited by employees. By compiling the individual behavioural data, it becomes easier to **identify the gaps and areas of improvement** in the team, thereby **boosting productivity** of the organisation.

It also enables businesses to understand the **performance competency** of their people and **make better decisions** on how to **motivate** their employees. As organizations seek to invest and develop their employees, having **insight** into these metrics will provide **guidance** on how to **best enable performance** and make better **decisions** on how to **motivate** their employees.

This **leads to continuous improvement** and augments the achievement of **business goals, innovation** and the **ability to deal with change**, thereby increasing **personal & organisational performance**.



Behavioural Competency Analytics Model is an applied science which helps in developing actions which leads to visible changes in behaviour.

Behavioural analysis adopts the viewpoint of essential behaviour, attitude, thinking, emotions, and other hidden cognitive activity as behaviour that is subject to the same rules as observable responses. This represents a shift away from methodological behaviourism, which restricts behaviour-change procedures to behaviours that are visible.

It focuses on the observable relationship of behaviour to the environment, including antecedents and consequences.

# Behavioral Competency Analytics Using Science to Fuel Performance and Selection

The immense value of Battery of 3 Psychometric Assessments used together for in-depth analytics:

1. **FITS** – Personality Types Assessment based on the research of **Carl Gustav Jung** into influences of heredity
2. **4Cs** – Personality Style Assessment based on extensive work of **William M Marston** on one's inner motivations influenced by upbringing environment
3. **PPC 20** – People Performance Competencies based on the phenomenal contributions of **Richard Boyatzis, David McClelland** and other scientists.



The right blend of **art** and **science** to assess **skills, abilities** and **competency gaps** will ensure organizations are able to **attract, develop** and **engage** the best talent to remain competitive. Science based assessment approaches **reduces risk** and **bias** around **talent decisions** when **hiring, developing, retaining** and **transitioning** your employees.

Assessing for soft as well as hard skills ensures **individuals are matched to the role that is right for them**. Battery of assessments can also help **fast track** the **upskilling** and **reskilling** of **existing employees** to meet new demands and **empower individuals** with **greater self-knowledge** of their own **skills, strengths, competency, and opportunities** to **develop**. Assessing individuals against these criteria helps organisations **identify high-value talent** while **developing a mobile, agile** workforce.

## BENEFITS OF BATTERY OF PSYCHOMETRIC ASSESSMENTS

- ✓ Provides insight into one's **innate strengths** and **identifies** the **key areas of improvement**
- ✓ Understand predominant **personality** and **working style** of the individual
- ✓ Enables allocation of **right individual** to the **right roles**, to enhance business performance
- ✓ Identify the **collective strengths** of the individual and **leverage** it to **gain a competitive edge**
- ✓ Objectively measure an **individual's competencies** to help **devise plans** to **bridge gaps** in **performance** and **potential**

## PROCESS ROUTE MAP

Step 1

Triggering the  
online  
Psychometric  
Assessments

Step 2

GRE – Group  
Reflection Exercise

Step 3

IRE – Individual  
Reflection Exercise

Step 3

TLRE – Team  
Leader's / HOD's  
Reflection Exercise  
of their direct  
reports

Step 5

OWRE -  
Organization Wide  
Reflection Exercise  
for the benefit of  
top management

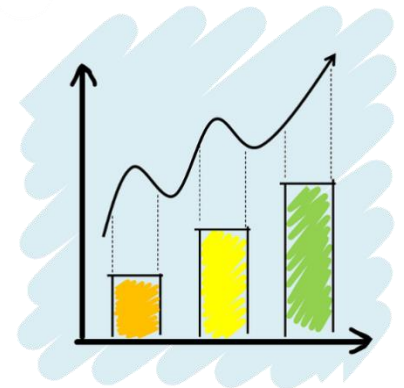


## OVERALL BENEFITS OF THE PROCESS

- ✓ Bring about innovation and creativity within the team
- ✓ Enhance engagement and reduce attrition
- ✓ An understanding of where people stand as an individual, a team and an organisation
- ✓ Understand BAT of the team
- ✓ Improves teamwork and collaboration
- ✓ Develop high functioning teams
- ✓ Reduce the performance - potential gap
- ✓ Recruiting and retaining the right people
- ✓ Align employee experience to the customer experience standard
- ✓ Enables decision making around development
- ✓ Indicates employee agility/mobility
- ✓ Gauges motivation for self-development

### GRE – Group Reflection Exercise

All the test takers are invited for an intensive Group Interpretation Training Session. The participating members of the group get the benefit of learning the science of their behaviours, attitudes and thinking patterns. They get to learn as to how they are different. The big take away for the participants is to learn about how they can Complement on each other's Strengths instead of Conflicting on each other's weaknesses. It is a huge value add in building strong and vibrant teams as they learn to begin appreciating each other for their strengths and capabilities rather than fault finding.



### IRE – Individual Reflection Exercise

Individual Reflection is a one on one session spanning approximately 100 minutes per person. The objective is to address individuals concerns and development needs with utmost confidentiality. This critical intervention is of high value in helping and enabling the person to prepare a practical PDP – Personal Development Plan. The IRE session prepares the individual to think strategic about one's work, the environment, the projects, the career progression, and the like.

### TLRE – Team Leader's / HOD's Reflection Exercise of their direct reports

As a leader one must deal with different members of one's team. 'One-size-fits-all' approach does not work. Hence it is necessary for the leader to strategize an individualised approach for each of one's team members. The Team leader gets insights into the BAT (Behaviour, Attitudes & Thinking) of each of his team members for BCA- Behaviour Competency Analyst. Enables the leader to establish one's influence in getting things done in order to accomplish respective team and individual goals.

### OWRE - Organization Wide Reflection Exercise for the benefit of top management

The top management need to know the pulse of the organisation. BCA provides the senior decision and policy making managers the right ammunition to put their hands on the hot buttons. The BCA provides ample information with facts and figures in the most objective way. The top management will know for sure the SWOT – The Strengths, Opportunities, Weaknesses & Threats at every level, team, department, region, and the whole of the organisation. It is exhaustive unbiased information for the management to reflect, introspect and helps in taking critical decisions with speed and accuracy. Saves costs, prevents losses and more importantly helps gain revenues and enhance profit margins.