

INTRODUCTION TO  
**TECHNICAL**  
COMPETENCIES



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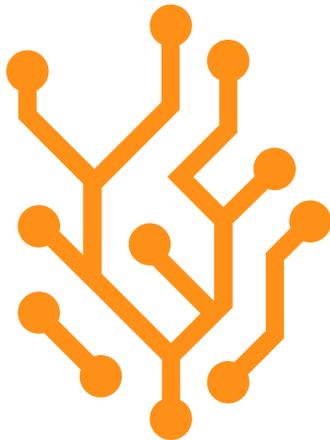


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# What's included:

This guide introduces you to technical competencies, and to the various ways we package them at HRSG. We explain how they differ from behavioral competencies, and how they can be used to drive organizational and individual success. We show why sometimes behavioral competencies aren't enough, and explain options for creating your own customized technical competency bundle.



# What are technical competencies?



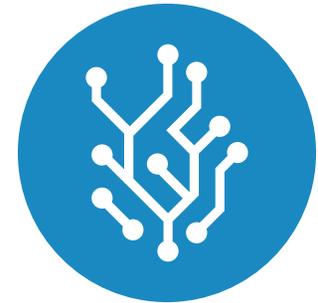
## What's the difference between behavioral and technical?

**Technical competencies** describe the knowledge and skills elements which are learned through study and practice.

One of the most common reasons competency initiatives fail is due to poorly articulated competencies that don't differentiate between top and mediocre. An easy way to eliminate this risk is to use a combination of **behavioral** and **technical competencies** to articulate what success looks like for a specific job. Every job can be defined with both these types of competencies, but understanding the key differences between them is important to all elements of your talent management strategy.

Behavioral competencies describe the combination of abilities, motivations, and traits required to perform effectively in a wide range of jobs within an organization. They are also known as "soft skills" and are an integral part of success in virtually every occupation. Some examples include exemplifying integrity and achievement orientation.

Technical competencies, on the other hand, describe the application of knowledge and skills needed to perform effectively in a specific job or group of jobs within an organization. They are closely aligned with the knowledge and skills needed for successful performance in specialized fields such as IT, sales, marketing, accounting, and many others.



# What are technical competencies?



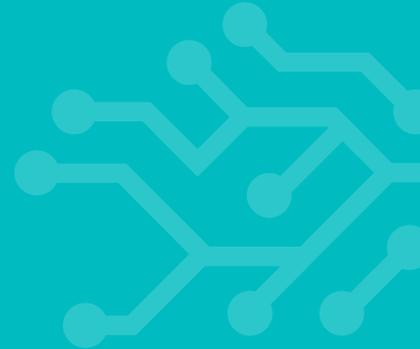
	 <b>MARKETING MANAGER</b>	 <b>MEDIA RELATIONS SPECIALIST</b>
<b>BEHAVIORAL</b>	<ul style="list-style-type: none"><li>Information Gathering and Processing</li><li>Using Information Technology</li><li>Creativity and Innovation</li><li>Fostering Communication</li><li>Team Leadership</li></ul>	<ul style="list-style-type: none"><li>Information Gathering and Processing</li><li>Using Information Technology</li><li>Creativity and Innovation</li><li>Fostering Communication</li><li>Teamwork</li></ul>
<b>TECHNICAL</b>	<ul style="list-style-type: none"><li>Branding and Positioning</li><li>Customer Experience Management</li><li>Market Research &amp; Consumer Behaviour</li><li>Marketing Metrics</li></ul>	<ul style="list-style-type: none"><li>Media and Public Relations</li><li>Content Marketing</li><li>Advertising and Sales Promotion</li></ul>

## Why use them?

Since technical competencies drill down to observable and measurable knowledge and skills requirements for specific jobs, they are a powerful tool for identifying and addressing skill gaps, as well as differentiating between jobs within a functional area. Let's take the marketing group as an example. How do you differentiate between a Marketing Manager and a Media Relations Specialist? If you look at the infographic, you can see that the behavioral competencies included on both competency job profiles are essentially the same. So if you are hiring or developing according to these competencies, there is little differentiation between the two. But when you include the technical competencies you see the differences.

By taking a closer look at the technical capabilities of the job you gain a greater understanding of what is needed for success. Understanding both the soft skills and technical knowhow will help you identify the best hire or address skill gaps of current employees.

# HRSG's Competencies



## Foundation package

HRSG's foundational pack of behavioral competencies enables you to represent, in measurable terms, what employees need to do to be successful in their jobs. These competencies can be applied to all jobs in your organization. [See the full list of competencies](#) for more information.

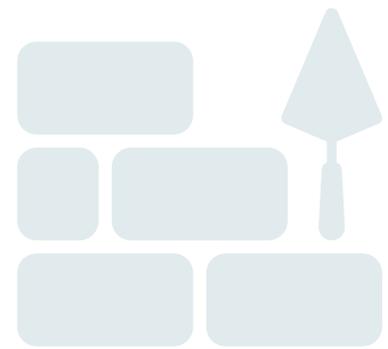
## Corporate packages

Get access to the specific knowledge and skills required for jobs in key corporate functions. See our full lists of competencies and job profiles for the following corporate technical packages:

- Sales
- Marketing
- Finance
- Business operations
- Human resources
- Information technology

## Industry specific competency packages

Add on specialized technical competency libraries for target industries or verticals. Contact us to find out our lists of full competencies for supply chain management, health and safety, engineering, oil & gas, policing & security, and more.



# Don't see what you want? We'll develop them for you!

## Custom competency development

If you don't see what you are looking for in the list, our competency experts can develop custom technical competencies for you through a combination of best practice research and Subject Matter Expert input.

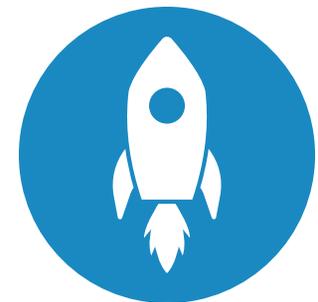
## Why develop?

### Specialized industry

If you operated in a specialized industry and want to incorporate technical competencies, we can work with your Subject Matter Experts to develop competencies that reflect the technical nature of your work.

### Highly-competitive market

Many organizations that operate in a highly-competitive market leverage the power of competencies to articulate and communicate to employees what it takes to maintain the organization's competitive advantage.



# For more information

**Talk to one of our sales experts to learn more about the technical competency packages we have available.**

[info@hrsg.ca](mailto:info@hrsg.ca) | 1-866-574-7041



## **About HRSG**

HRSG is a small, dynamic SaaS and professional services company. Since 1989, we have worked with a range of industries to define talent needs, address skill deficiencies, and improve individual and organizational performance. We are a recognized leader in the field of competency-based talent management, and our flagship software, CompetencyCore™, is being used by organizations around the world, to facilitate the more effective application of competencies across the talent management lifecycle. Clients include global corporations and small or mid-sized organizations operating in sectors such as logistics, finance, accounting, technology, HSE, HR, manufacturing, sales and marketing, and many more. For more information, please visit [www.hrsg.ca](http://www.hrsg.ca).