Diagnosis and Evaluation Labor Competition

A job competency assessment is the process of observing and rating an employee's skills and abilities based on the requirements of their job. These requirements are defined as a competency model.

The process includes the evaluation of products, services, sales strategy, marketing and advertising. All this will allow you to discover which are the strong and weak points to act accordingly.

The diagnosis of the competition not only shows the strengths and weaknesses of other companies, but also allows you to observe yours and in this way, carry out a market analysis and make the necessary adjustments.

There are two main methodological perspectives: the educational or curricular and the managerial.

Curriculum Perspective

The educational or curricular perspective is aligned with the competency certification approach. In this perspective, competence is the ability to suitably perform a trade or occupation. Competence is considered a discrete binary variable: it only admits two values (competent or not yet competent).

Managerial Perspective

In the business world, the concept of competence in terms of performance has been adopted.

Competence is conceived as associated with the ideal performance of a role. In this sense, an occupation (position or job) is displayed in a set of roles, such as administrator, leader, motivator, negotiator, planner, designer, among others. The ideal performance of each role is associated with one or more skills, such as analytical thinking, strategic thinking, negotiation skills, impact and influence, creative thinking, among others.

Reference:

(2022) QuestionPro

¿Cómo realizar una evaluación de competencias laborales?

RETRIEVED FROM:

https://www.questionpro.com/blog/es/evaluacion-de-competencias-laborales/

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