Tool: Competency Model

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| Purpose: |
| The competency model helps identify key competencies of enterpreneurs, agripreneurs, consequently their employees needed or starting and running an enterprise. The use of a competency models offers enterprises and the individual a consistent and organised way to measure behaviours. It plays an increasingly significant role in recruitment and offers structured support to an individual as part of their continuous professional development. |
| Description: |
| The competency model is a framework for defining the skill and knowledge requirements of a job. It is a collection of competencies that jointly define successful job performance.  In designing a competency framework, care should be taken to include only measurable components. It's important to restrict the number and complexity of competencies, typically aiming for no more than 12 for any particular role (preferably fewer), and arranging them into clusters to make the framework more accessible for users. The framework should contain definitions and/or examples of each competency, particularly where it deals with different levels of performance for each of the expected behaviours. It should also outline the negative indicators for that competency competency – the behaviours deemed unacceptable.  ***Competencies usually fall into three categories (clusters):***  [**Behavioural Competencies**](https://www.wikijob.co.uk/content/interview-advice/interview-types/behavioral-interview-questions-and-answers) – an expression of the softer skills involved in an employee’s performance.  [**Technical Competencies**](https://www.wikijob.co.uk/content/interview-advice/competencies/technical-skills) – usually concerned with the effective use of IT systems and computers, or any hard skills necessary for a job role.  [**Leadership Competencies**](https://www.wikijob.co.uk/content/interview-advice/competencies/leadership) – an expression of the qualities that make a good leader, turned into measurable behaviours.  Often there would be two or three competencies per category. It is common for the competencies to be further broken down into different levels of achievement (level one might be that the individual meets standards, level two might be that they exceed standards and, at the top, level five might be that they set standards). For the example see picture 1. |

The Agripreneur will understand the competencies needed for starting and running an enterprise. In addition, the agripreneur will be able to create a compentency model for new employees (the very first step in HR processes).

Competency Model

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| Category | Subcategory | Competency |
| Behavioural | [Teamwork](https://www.wikijob.co.uk/content/interview-advice/competencies/teamwork) | Supports group decisions and puts group success ahead of own goals |
|  | [Problem Solving](https://www.wikijob.co.uk/content/interview-advice/competencies/problem-solving) | Analyses problems by obtaining and organising relevant information |
|  | [Results Orientation](https://www.wikijob.co.uk/content/interview-advice/competencies/results-orientation) | Is results-driven and can identify steps to achieving goals |
|  | [Communication](https://www.wikijob.co.uk/content/interview-advice/competencies/communication) | Communicates ideas effectively |
| Technical | Sales | Is competent at using Customer Relationship Management (CRM) system |
|  | Marketing | Is competent at using Hootsuite for social media queuing |
|  | Accounting | Is competent at using AgData Blue Skies Accounting |
| Leadership | Motivation | Motivates and inspires |
|  | Employee relations | Acts with empathy and compassion |
|  | Diversity | Embraces diversity |