

# LMS for Training

## Roles and competencies approach

By Ilona Hetsevich

Today's extremely competitive [business](#) environment forces employers to invest a considerable amount of money in staff training. However, traditional training, with employees wearing out the seats of their pants at lectures or thoughtlessly clicking the 'NEXT' button on their computers doesn't bring great results.

Instead your managerial team should look at alternative training options including the use of roles and competencies.

This article is devoted to this approach and explains how a [Learning Management System](#) (LMS) can help effectively organize a system of personnel development.

To start with, let's explain what competencies mean. The term is commonly used in the training world, but for newbies it can be obscure.

Competencies – skills, knowledge, and abilities required to perform effectively at a position held in a certain industry or field.

A competency-based training approach gives employees an understanding of what skills and knowledge are needed for their job, and where exactly they are on a training track.

Competencies can be divided into two groups -- core and job competencies. While core competencies are skills required for all staff members regardless of position, job ones are based on specific roles in the organization. The higher the job position, the wider range of skills and abilities expected. Examples of core competencies include:

- Planning and analyzing
- Collaboration
- Support
- Problem solving
- Creativity etc.

To explain job competencies, let's look at a competencies profile for a hypothetical sales manager:

develop an 'employee professional development plan'. This should be complete with a curriculum, progress monitoring, and results evaluation by means of specific performance indicators.



One of the major benefits of a training program designed like this is if an employee aspires to be promoted to a different position in the company they can initiate the competencies-based training by themselves. For example, the employee is tested and then receives feedback from your LMS in the form of a development plan (in some learning management systems this is compiled by the LMS administrator). The plan specifies the particular training activities they must fulfill and the results they need to achieve to be promoted.

A competencies-based training approach, applied within an LMS framework, not only manages employees' knowledge, but also brings it in line with the actual needs of the business, thereby increasing job efficiency and ensuring overall company success.

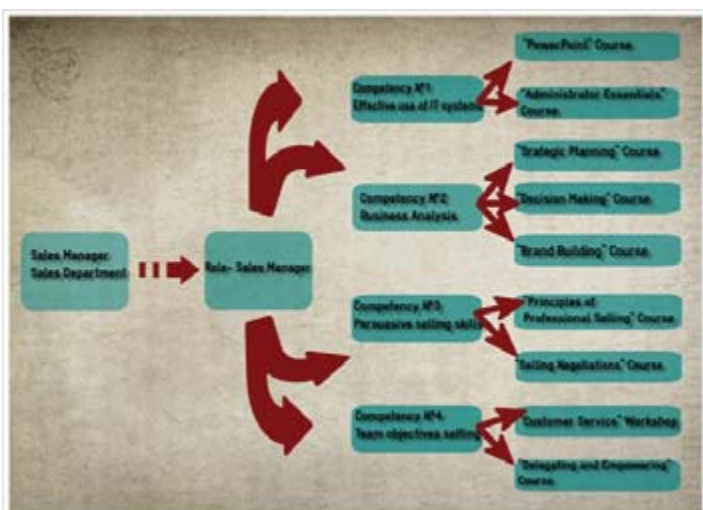
Using an LMS is key here because it allows for:

- A chance to monitor and measure results.
- A detailed reporting system.
- Trouble-free training materials delivery.
- Training process automation.
- Training cost reduction.
- Retention of qualified personnel. **TEL**

The article first appeared [here](#).



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This image shows the role of a sales manager and the competencies he/she is required to have to perform effectively. Revealed competencies are connected with learning activities (courses, workshops etc.) that have been uploaded into your LMS and assigned to the specific employee.

For example, the sales manager is expected to develop a competency in 'Persuasive Selling' and so he/she is assigned to take the "Principles of Professional Selling" and 'Selling Negotiations' courses.

The next step in the competency-based training approach is to

