



Competency Development

20/20 Insight GOLD's Survey Library contains well over a thousand survey items in over 100 different categories. You can use any of these items to begin the process of creating customized surveys. Original in-house developed survey items may be used with or in place of the standard items. 20/20 Insight will serve as a platform for any internally validated behavior-based survey.

Traditional methods of developing competencies are time-consuming. The process of facilitating consensus, which is how locally developed competencies are created and validated, can take months. However, this process can be accelerated greatly by using 20/20 Insight GOLD.

HOW TO SET UP 20/20 INSIGHT GOLD

Essentially, the set-up is similar to individual 360 feedback, except that the items of a proposed competency list are evaluated, not the competence of an individual employee. The results of the survey can be used to evaluate which items to include, modify or delete for a future survey. In effect, the 360 data obtained this way help to validate the contents of the survey.

Subject. Instead of being a person, the subject for this survey is the name of the competence area, such as "Leadership Skills" or "Executive Leadership."

Respondent relationship types. Relationships may include supervisors, subject matter experts, expert performers, and internal customers.

Surveys. The survey includes all the draft items of the competency list.

Consider including a comment prompt for each item, so respondents can make suggestions for improving the wording of any item.

Open-ended Questions. It may be useful to include these questions at the end of the survey:

- Were any key behaviors left out?
- Should any of the listed behaviors be eliminated from the list – and why?

Scales. Usually, two kinds of scales prove most useful: (1) "Frequency," to indicate how often the behavior occurs, and (2) "Importance," to indicate how significant the behavior is to success in the area of performance.