

Assessing SFIA skills on Potential

For managers

The accurate mapping of <u>SFIA skills</u> and levels across an organisation lays the foundation for future growth – both at an individual level and across teams, functions and the entire business.

On *Potential*, each individual conducts a self-assessment of their skills. To ensure this data is verified, managers must also conduct a skills assessment of their team members, then work with them to find alignment on the selected level.

Follow these steps when conducting skill level assessments of your team members:

Assess the most relevant skills first: The first stage of a skills mapping exercise seeks to capture the skills of each individual in relation to their current role. On *Potential*, once you assign a team member's occupation, you will automatically when see a list of skills to assess relevant to their current role. This should encompass between two and seven skills, although some roles may have more.

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oard	Clinton Surname	& Employee	profile
	Occupation: Product Manager		
yees	Management of the strength of		
ts	Manager assessment Skills alignment Occupation requirements		
isation	Assess your employee's skills and levels against global industry standards defined by the Skills F		
s Calculator	Information Age (SFIA). Your insights will help identify gaps and guide customised pathways for development.	their learning and	1
ng	Manager assessment Available SFIA level		
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	Product management + A	ssess skill level	\sim
iption	Stakeholder relationship management	ssess skill level	~
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ps	⊘ Assessed skills		C
	Levels 1 2 3 4 5 6	5 7	
	Business analysis		\sim
vey Francis ofie	Decision and support analysis		\sim

2.

Be as accurate as possible when selecting levels: Read the level you select carefully and consider those above and below. For a team member to achieve a particular level, they must be able to perform everything listed in the level description. To maintain accuracy and consistency, assessments should be based on the level an individual has shown they can do, rather than what you believe they may be capable of.

Note: SFIA skill level descriptions do not describe knowledge, they describe the application and mastery of skills. Working knowledge of a skill is not enough, an individual must be applying that knowledge in a workplace context.

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AR Deshboard	Showcasa your skills
(c) 546	Devate your profile by adding your existing skills. Self assess skill levels against industry
Courses	Assess your skill level X
() Get Help	Mailasting Researching, analysing and stimulating potential or existing markets for products and services.
	Level 2 Callects and monitors results of marketing activities. Assists in market measurch and data collection prividing summary reports of their findings. Understands the basic principles of marketing, and tools used by the organisation for planning, reglementing and nonitoring marketing activities.
	Level 3 Everages market research materials, customer and employee insights and other sources, to identify industry trends, needs and opportunities. Selects how and uses marketing tools appropriate to the advocated assignment. Conducts market previous activities. Conducts instances previous indefinition of the advocated assignment. Conducts instances previous activities. Conducts instances previous indefinition of the advocated assignment. Conducts instances previous activities. Conducts instances previous indefinition of the advocated assignment. Conducts instances previous activities. Conducts instances previous indefinition of the advocated previous comparison. Previous activities. Conducts instances previous activities. Conducts instances previous activities. Conducts and previous activities.
	Level 4 Plans and conducts market research to investigate and understand customer and competitor dynamics. Plans and conducts market research to investigate and understand customer and competitor dynamics. Analyses the effectiveness of company with the desired address. User research and lessons learned to johner marketing plans. Creates unique selling points, and key messages for marketing material. 7 with the desired selective set of company with the desired address. User research and lessons learned to johner marketing plans. Creates unique selling points, and key messages for marketing material.
	Level 5 Monops and monitors market sesanticle addigits and the marketing faterring process. Monops and management and promission of corporate reputation. Program and promission of corporate reputation of the promission of corporate reputation. Program and promission of corporate reputation of the promission of corporate reputation. Program and promission of corporate reputation of the promission of corporate reputation. Program and promission of corporate reputation of the promission of corporate reputation of the promission of corporate reputation. Program and promission of corporate reputation of the promission of corporate reputation of the promission of corporate reputation of the promission of corporate reput
	Level 6 Celements and oversees the overall marketing strategy for the organization to meet its business eductives. Products coversignt of all marketing plans and directs the marketing plansing process. Evaluates and responds to key factors ruleing to be implementation, measurement and reside of successful campaigns. Assesses to coversit of under coulding viseoid by the marketing plansing process. Table and the could be implementation, measurement and reside of successful campaigns.
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	Employee experience
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Note: In some instances, an individual may have a skill at multiple levels. For the purposes of assessing skills on Potential, the level selected should be the highest level you have observed. If you haven't seen them perform a skill at all, simply select 'The employee does not currently demonstrate this skill'.

3.

Once you've assessed the skills listed, add any additional skills you're aware of: An important aspect of any skills mapping exercise is to

identify where team members may have skill sets that are not being utilised to their full potential. Once you've assessed the skills relevant to an individual's role, add and assess any additional skills they have using the search function.

If you're unsure of which skills to add, refer to the <u>SFIA website</u> and review their full list of skills and descriptions.