

Core Competency

A core competency is a specific attribute or expertise that is difficult to replicate, positioning an organization with a strategic advantage in the marketplace. For sustained success, organizations must define, develop, and leverage their core competencies to effectively compete.

Consider your infrastructure and specifically internal operations. Do you recognize either process, efficiency, or quality control as a core competency?

Whether your company provides a product or service, the implementation of process improvement should be the focus within every department of the organization. Processes are the dominant force that impacts every step within the delivery of your value, and whether they are documented or routine, they will define your effectiveness. Every process within internal operations contributes toward core competencies and a competitive advantage.



If we accept the premise that process improvement is a tipping point between acceptable and exceptional, who is willing to assume responsibility for current processes and re-tool them in support of a sustainable competitive advantage? Do they deliver speed and quality at the lowest cost?

Determine what steps within a process can be combined, re-organized, re-engineered, and measured for greater effectiveness, by focusing on:

- Workflow
- Efficiency
- Quality
- Accountability
- Documentation

Creating a culture of constant improvement establishes performance expectations, encourages innovative thought, and effectively integrates and acclimates new employees.

Your organizational structure defines areas of responsibility and hierarchy of reporting that captures the alignment, integrations, and collaboration between departments. However, at the most basic level, organizations are driven by the combination and coordination of countless processes.

The critical path for internal operations is to constantly evaluate and document processes to build clarity, efficiencies, and accountability. Companies will attract and embrace talent that is willing to influence and drive the improvement of process as a core competency within the organization.

Assessments or surveys that capture the insights of employees and supervisors are a fundamental resource to measure the employee experience and their impact on organizational performance.