



The Conference Board of Canada  
Insights You Can Count On



# The Skills Credentialing Tool for Organizations

**CREDENTIALING SKILLS AND ATTITUDES FOR  
THE PRODUCTIVE WORKPLACE**

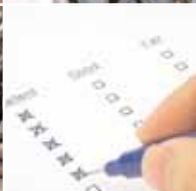
## Getting the Most Out of *Your* Workforce

### **The Challenge**

Managers typically assume that their employees enter the workforce job-ready. But how should managers provide feedback on the skills and attitudes that count?

### **The Opportunity**

Managers need to have a framework and the tools to talk about the skills, attitudes and behaviours they expect from their employees.



# Skills Credentialing Tool for Organizations

## WHO SHOULD BUY

- Business
- Chambers of Commerce
- Colleges and universities
- School boards
- Provincial ministries of education and employment
- Federal government departments

## KEY BENEFITS FOR EMPLOYERS

- Enhanced employee productivity
- Customer-focused employees
- Improved communication
- Improved employee motivation
- Better job fits
- Safer workplace
- “Road-tested” workers
- A certified workforce

## KEY BENEFITS FOR INDIVIDUALS

- Earn valuable career capital in the form of a Conference Board of Canada-endorsed employability skills credential
- Build a portable record of individual contributions to workplace excellence
- Learn how to give, receive and act upon feedback
- Know what you have to contribute in the workplace

## KEY BENEFITS FOR INSTRUCTORS/ PROGRAM ADMINISTRATORS

- Help students/clients understand workplace expectations and prepare for work placements/transitions
- Identify gaps in educational or back-to-work programming (e.g., more emphasis should be placed on communications skills or teamwork)
- Earn “bragging rights” to encourage more employers to participate in co-op, internship or other workplace-based learning programs

## Put the Tool to Work for You—10 Points of Value

Managers and their direct reports need to be on the same page when it comes to workplace expectations. The Skills Credentialing Tool for Organizations can help bring work supervisors and employees closer together. The Tool sets out a common language to talk about the knowledge, skills, attitudes and behaviours that are valued in the workplace. It also provides a process for moving from employee/student self-assessment, to manager/instructor feedback, and from feedback to skills development to certification.

### The Tool will help you to:

#### 1. Communicate workplace expectations

Let your recruits know not only *what* their role is and what tasks they will be expected to perform in the workplace, but *how* their performance will be measured in terms of the skills, attitudes and behaviours they bring to the job.

#### 2. Engage workers to reflect on their performance

Employees are better positioned to make a difference in the workplace if they know what they have to offer and can provide examples of how they have contributed in the workplace.

#### 3. Provide consistent feedback

High-performing workplaces depend on managers and their employees engaging in a regular cycle of feedback that allows performance issues to be addressed constructively when they arise.

#### 4. Know what you have got

Assessing the essential skills and employability attitudes of individuals is indispensable to gauging your organizational capacity, which, in turn, helps you determine how and where your organization can add value and be competitive. Remember, you can't manage what you haven't measured.

“I've used the Tool with Career Internship Program students, and their perceptions of workplace skills and behaviours have been significantly enhanced. Employers have verified that the workplace behaviours assessed by the Tool are ‘spot on.’”

—Adriano Magnifico, Program Head, Windsor Park Collegiate





# About the Tool

Built with input from hundreds of Canadian employers, the Skills Credentialing Tool for Organizations is a powerful assessment instrument that helps employees and students earn a skills credential based on employer sign-off on their employability skills, attitudes and behaviours.

## The Goal

Help managers and employees see eye to eye on workplace expectations.

### 5. Grow your assets

Developing talent, planning for succession and renewing competencies all require attention to workers' essential skills and employability attitudes. Make sure your workforce is developing.

### 6. Leverage your potential

Managing people, matching skills with jobs and turning successes into new opportunities start with essential skills and employability attitudes. As a manager, be sure to practise the communication, problem-solving and teamwork skills you expect your direct reports to use.

### 7. Show your customers what you can do

Credentialing workers who perform at consistently high levels using The Conference Board of Canada's Skills Credentialing Tool for Organizations will help you demonstrate to quality auditors, customers and supply chain partners that your workforce has what it takes to get the job done on time, on budget and with flair.

### 8. Encourage your workforce to go from strength to strength

Recognizing and rewarding workers for their good effort, solid contributions and high performance sends the message that your organization values employees investing in their roles, taking ownership of their contribution, actively participating in the life of the organization, having a line of sight that includes their contribution to the bottom line, and being fully engaged.

### 9. Improve customer service

Employees who have learned with their managers how to give and receive feedback and take action to improve their performance tend to bring their superior skills to bear in dealing with internal and external customers, which is good for chemistry within your organization—and good for business!

### 10. Improve productivity

Employees who have a demonstrated track record of communicating effectively, solving problems creatively, actively contributing to teams and working safely are more productive in the workplace. This will allow you to focus on adding greater value, improving quality, moving into niche markets and building brand recognition for your comparative advantage as an organization.

# The Skills Credentialing Tool for Organizations

**ENGAGE. PROVIDE FEEDBACK. GET RESULTS.**

## **FOR MORE INFORMATION**

### ***Linda Scott***

*Senior Program Manager  
Organizational Effectiveness and Learning  
The Conference Board of Canada  
255 Smyth Road  
Ottawa ON K1H 8M7  
613-526-3280 ext. 277*

### ***Jean Smith***

*Associate Director  
Organizational Effectiveness and Learning  
The Conference Board of Canada  
255 Smyth Road  
Ottawa ON K1H 8M7  
smithj@conferenceboard.ca  
613-526-3280 ext. 274*



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255 Smyth Road, Ottawa ON K1H 8M7 Canada  
Tel. 613-526-3280 • Fax 613-526-4857 • Inquiries 1-866-711-2262

[www.conferenceboard.ca](http://www.conferenceboard.ca)