Communicate Competency & Credential Requirements

Communicating Requirements

Strategy 2 addresses the quantity, location, and time in which talent needs to be ready for critical jobs identified by the employer collaborative. Strategy 3 addresses the final missing piece – quality – by addressing the competency, credentialing, and other hiring requirements for these jobs.

Employers need to work together to create a common language in describing skills, competencies, credentials, and other hiring requirements.

Through a shared language, employers in a collaborative can better communicate similarities and differences in hiring requirements to education and workforce partners.

The Problem

How employers accurately communicate their hiring requirements has important implications for how successful they will be in managing their talent pipelines. By setting hiring requirements too low, employers will spend increased amounts on job training and turnover costs. By setting hiring requirements too high, employers will significantly reduce the applicant pool by excluding otherwise qualified candidates, as well as impose higher education and training costs on prospective workers. Both can result in positions going unfilled for long periods of time with potentially high onboarding and turnover costs.

Through this Strategy, Employers Will:

- Create a common language in describing skills, competencies, experience, and credentials.
- Work together to identify and prioritize hiring requirements.
- Help education and training providers better align curriculum and training.

Strategy 3 Takeaways

- Understand the importance of better communicating competency and credentialing requirements to fill critical positions
- Identify opportunities for employers to better communicate and prioritize hiring requirements
- How to combine and share the results of employer demand planning and communicating competency and credentialing requirements

What is Talent Pipeline Management® (TPM)?

A demand-driven, employer-led approach to close the skills gap that builds talent supply chains aligned to dynamic business needs. The demands of today's economy require a strategic alignment between classroom and career, so through this approach, employers play an expanded leadership role as "end-customers" of our education and training systems. TPM® is a workforce strategy for our time that can meet the needs of an ever-changing business environment.

TPM ORIENTATION
Educate community and employer stakeholders on what the TPM initiative is and assess if TPM is a good fit for your community.

STRATEGY 1: ORGANIZE EMPLOYER COLLABORATIVES
Create a collaborative that organizes employers to identify the most promising opportunities for engagement around similar workforce needs.

STRATEGY 2: ENGAGE IN DEMAND PLANNING
Develop projections for job openings to determine with accuracy the type of talent and how much of it employers need.

STRATEGY 3: COMMUNICATE COMPETENCY & CREDENTIAL REQUIREMENTS
Create a shared language to better communicate competency, credentialing, and other hiring requirements of critical jobs in ways that allow employers to signal similarities and differences.

STRATEGY 4: ANALYZE TALENT FLOWS
Identify where employers historically source their most qualified talent and analyze the capacity of those sources—as well as untapped talent sources—to meet projected demand.

STRATEGY 5: BUILD TALENT SUPPLY CHAINS
Build and manage the performance of talent supply chains to create a positive return on investment for all partners.

STRATEGY 6: CONTINUOUS IMPROVEMENT
Use data from your talent supply chain to identify the most promising improvement opportunities to generate a better return on investment in the future.

Contact Us

To learn more about the TPM initiative or to get started in the process and participate in an in-person TPM Academy® training, join the movement using the form on our website or send us an email.

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