

► **Target Groups**

Employees, companies, training and consulting organisations, coaches and trainers.



► **General Aim**

- Strengthen the survival chances of small and medium-sized enterprises (SMEs).
- Increase their market competitiveness through talent management.

**PROJECT CONSORTIUM**



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**ComTal**

► **COMPetence  
and  
TALent  
assessment in  
SMEs**

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# Project Rationale

In the current period of dynamic economic development and with a great number of diverse companies in operation, it seems important to define the characteristics of an entrepreneur that enable him or her not only to survive, but also to develop and become successful.



**Competencies** are the subject of research within several domains of social science: psychology, management, law, sociology and organisational theory. The competencies associated with company management can be defined as those characteristics which favour the successful management of small and medium-sized enterprises

(SMEs).

**Both** types of competencies - general and specific - are personal characteristics, which it is possible to change and modify, for example through training. They vary between different employees and even within the same employee in different circumstances.

**Nowadays** it seems that the new



challenge is not only competence management but also talent management. Talent has become a key element in the economy, and regions develop advantages based on their ability to mobilize quickly the best people, resources, and capabilities required to turn innovations into new business ideas and commercial products. Competencies have become a

## Activities

- Verification of the competence profile of an employee.
- Elaboration of our talent measurement system.
- Elaboration of the guidelines on how to build the company strategy based on the results of talent measurement and an assessment of the employee's potential.
- Preparing national versions of the talent management system.
- Exchanging and adapting training programmes, training materials (to improve soft competencies) with new organisations and new countries.
- Organising training in the methodology and use of our talent measurement tool with members of the partnership and external organizations.
- Testing of our talent measurement system and training materials by each project partner.

