

# 3 Reasons

## Why Context Matters!

How can you ensure the assessment is relevant to participants if important differences across job roles and business units are not considered?

### JOB ROLES MATTER

DO YOU THINK MARKETING IS A SET OF HOMOGENEOUS ACTIVITIES?

Competencies should describe specific behaviors needed to execute the job roles targeted for assessment!

1

3

2

### Establish Standards

Does the assessment help establish job role & job level competency proficiency standards?

If there is not a shared understanding of the expected behaviors across the organization it will be left up to individuals to determine!

### COMPETENCIES MUST LINK TO STRATEGY

Are the competencies selected for inclusion in the assessment linked to business challenges or objectives?

If the primary objective is developing employees in order to achieve organizational objectives- the business objectives MUST be considered in the configuration of the assessment!