

Building an agile workforce at Oman Chamber of Commerce & Industry



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& INDUSTRY

Oman Chamber of Commerce (OCCI) works with government and private sectors to develop initiatives that increase global business-to-business opportunities for local Oman-based businesses, and to promote economic development.

In view of the dynamic business environment characterising 21st-century economies today, OCCI's board wanted to move away from a reactive approach to skill sourcing within the organisation to a more strategic, proactive approach. OCCI understood that a failure to identify skill gaps in the organisation, now and in the future, would impact their capacity to grow business.

To address the current skills gaps in the organisation, Assessment Fund (engaged by OCCI's talent partner, Al-Jadarah) developed a portfolio of skills requirements, which defined the skills that OCCI needed now and the skills it would require in the future. Af then customised the entire skill assessment solution around this competency framework.

In Q3 of 2014, Al-Jadarah completed testing OCCI's workforce, which comprised of 250 employees working in 11 cities of Oman, including the Board and C-suite executives.

Through the skill testing, OCCI was quickly able to determine the existing skill density of its workforce, and benchmark the skills against global employability standards. This will now allow OCCI to develop remedial action plan as a next step to address the skill gaps.

Launching the skill assessment programme has greatly increased the confidence of the Board and key-stakeholders in the ability and likelihood of OCCI to deliver its strategic objectives.

"It is our aim to create employment opportunities for the ambitious Omani Youth. We will work towards supporting the sector with qualified and skilful cadres as a first step towards further developing it to play its role as a basic and effective partner, the ultimate goal being to achieve the country's comprehensive and sustainable development."

— Saad Bin Saleh, Chairman, OCCI

Challenge

- Identify if the OCCI workforce has the right skill density to deliver its strategic intent
- Identify possible skill gaps and take appropriate actions to remedy them

Solution

- Provide online Assessment Center, white labeled as OCCI Talent
- Develop a competency framework for OCCI, which includes mapping 100 competencies to 12 functional departments
- Create 100 competency tests, both in English and Arabic
- Provide exam booklets for paper-based testing
- Provide online reports and analytics, such as, assessment report and Talent Map

Approach

- Conduct job need analysis
- Develop a competency framework for OCCI
- Customize competency tests
- White label online Assessment Center for OCCI
- The client assesses the workforce
- The client uses reports and analytics to identify gaps in individual and collective skill set and create a remedial action plan

Outcome

- OCCI successfully assessed 250 employees located in 11 cities
- With Assessment Center and tests customized for OCCI, the organization has an operating model to continually assess workforce to measure its alignment with its business objectives