

Specification of Competency Standards for Human Resource Management

Unit of Competency

Title	Promote the organisation's vision, mission, core values (VMV) and behavioural expectations
Code	106916L5
Range	Employing appropriate interventions to articulate VMV and behavioural expectations within the organisation. This applies to the promotion of the organisation's VMV and behavioural expectations to all employees that support execution of business strategies, policies and daily business processes.
Level	5
Credit	5
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge in the Subject Area <ul style="list-style-type: none"> • Understand the need for stakeholders' acknowledgement and commitment to support the organisation's VMV • Understand the importance of business leaders' commitment to support and comply with the VMV in business planning and operations 2. Applications and Processes <ul style="list-style-type: none"> • Develop communication platform for senior management to deliver key messages and address concerns or questions from employees • Develop key leadership messages with senior management for communication on organisation's core values and behavioural expectations • Identify employee champions as advocate for reinforcing the core values across the organisation • Develop plans and programmes to obtain stakeholders' commitment and compliance with the VMV • Promote and reinforce the organisation's core values by developing linkage between core values and expected behaviour 3. Professional Behaviour and Attitude <ul style="list-style-type: none"> • Develop timely and transparent recognition and reward system to recognise employees' value-based behaviour • Review human resource processes and practices regularly to align with the desired corporate culture and core values • Revise policies, operations and behaviour which are not in compliance with the VMV
Assessment Criteria	<p>The integrated outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Establishment of plans, programmes, recognition and reward system to promote and reinforce the organisation's VMV and behavioural expectations in business strategies, policies and daily business management. • Engagement with major stakeholders for multiple sources of input and ownership throughout the communication and reinforcement process.
Remark	