



Overview of World ICU and UTRAC

Fast Facts

COMPETENCE



Are your people competent?

I think so... Lack of competence costs companies and organizations billions of dollars. It can cause mistakes and conflicts resulting in legal and workplace consequences. Lack of competence reduces the effectiveness of your workforce and has a direct impact on productivity, profitability, job satisfaction, customer confidence and human motivation. Have you ever taken your car in for repairs to the 'experts' only to be disappointed by the results? Have you wondered how someone got promoted to a managerial position knowing there is someone more competent in the department?

How do you know?

I don't. We assume people are competent. The performance evaluation tools currently in use DO NOT measure competence. Research shows people who take traditional training programs exhibit limited observable behaviour change and usually are not considered competent as a result of the training.

Do you want to know?

Here's how. Imagine being able to dramatically improve and gauge the competence of your people against identifiable and measurable standards. At World ICU we've been working on a solution to the problem and we're pleased to introduce our new Competence Validation Program - UTRAC. Our system has identified 50,000+ competencies and 6,500 career positions. Our proven process for measuring human competence is part of a recruiting, training and development, organization and management strategy. UTRAC is a culmination of years of continuing work in understanding the needs of senior executives and HR managers in human performance and organizational productivity.

In addition:

- Thousands of employees from blue-chip and emerging companies and municipalities are benefiting from competence validation.
- Over 1150 certificates have been issued by post-secondary institutions in Alberta, Canada alone.
- UTRAC has been used to support doctoral research into the development of adult learning.
- Our expertise has touched industries as diverse as transportation, health care, oil and gas, policing and education.
- UTRAC is a web driven delivery model, ensuring our clients access 24/7/365 to the most current platform. No more upgrade nightmares.

You may be surprised at what you don't know.

WORLD ICU

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