

## Developing people through functional competency assessment

### Case study

AkzoNobel is a leading global paints and coatings company counting Dulux among its core brands.

They appointed ETS to create an assessment tool to support their employee development.

#### CHALLENGE

AkzoNobel had identified a need for a new feedback system that would better stimulate personal development and employee learning on a self-initiated basis. But rather than just a piece of software, they were looking to partner with an organisation and we helped to develop a programme that truly fitted their business, including:

- Designing a tool to include multi-rater assessments, as well as self-assessment
- Giving the ability to support multiple assessments that could be saved and reviewed
- Making this available to all AkzoNobel's 50,000 employees across 150 sites worldwide.

#### SOLUTION

##### Bespoke technology

We created a dedicated platform for functional competency assessments at AkzoNobel. This was to be a key tool for employees to assess themselves against their current or future job roles and to inform personal development plans. It includes:

- Options to run a self-assessment, 180-degree or 360-degree assessments, on demand.
- Total flexibility and scalability which supports unlimited numbers of competency frameworks, to serve different employee populations
- 'Push' assessments that can be initiated by management or central teams.





### Consultancy support

Our business psychologists have been able to work closely with the team at AkzoNobel to support the initial setup. They offered comprehensive advice and guidance on design best practice for the competency frameworks that would be used.

### Planned system evolution

Having implemented and used the solution with large cohorts, we've recently begun working with AkzoNobel again to explore some significant design and interface changes to the system to aid the overall user experience. Additional functionality will also be introduced including a questionnaire builder option for administrators to add new assessments as the business needs them.

### OUTCOMES

There's been a really positive reaction from employees to the new tool and the assessment process.

It's still early days in terms of measuring the business impact of this programme, however, Jasmin Vodjdani, Project Manager, Organisational Development at AkzoNobel, comments:

“

We're confident that this tool will help us to build capability across the business and help to inform strategically-aligned development plans for employees. And, with our planned changes to the user interface, we hope to make it even more intuitive for our employees to use. ”

### ON WORKING WITH ETS

Jasmin comments on how AkzoNobel has found the experience of partnering with ETS:

“

We really value and appreciate the great flexibility that ETS offers as a partner. They're very cooperative, easy to work with and always deliver on their commitments. ”

# AkzoNobel

