



# DESIGNING & IMPLEMENTING COMPETENCY MATRIX

19 & 20 FEB 2026 | 9.00AM - 5.00PM  
| MEFA TRAINING CENTER, PJ

## Course Overview

Designing & Implementing Competency Matrix is a practical, workshop-based programme designed to help HR professionals and managers build clear, role-based competency frameworks aligned with business goals. Participants will learn how to define competencies, proficiency levels, and behavioural indicators, and translate job requirements into a structured competency matrix.

The programme focuses on real-world application, enabling participants to use competency matrices for recruitment, performance management, learning and development, and succession planning, while ensuring effective implementation and long-term sustainability.

## Course Registration :



<https://forms.office.com/r/EqcX49rRN6>

## Who Should Attend

- HR & L&D professionals
- Talent Management & OD Teams
- HR Business Partners
- Department Heads & Managers

## Learning Outcomes

Participants will be able to :

- Understand the purpose and business value of a competency matrix
- Identify and define core, functional, and leadership competencies
- Develop proficiency levels and behavioral indicators for roles
- Apply the competency matrix for recruitment, performance, and learning
- Assess gaps and implement development plans with stakeholder support

**RM2,000\***

(Price Inclusive of 8% SST)

HRDC Claimable\*



adminmefa@mef.org.my



03-7498 7242 / 016 - 254 1844

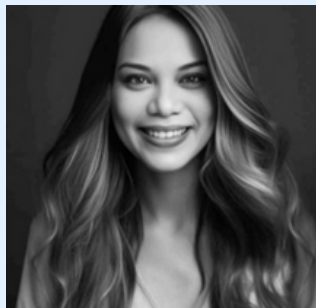


## Course Structure

Time	Agenda
<b>DAY 1</b>	
8:30am - 9:00am	Registration
9:00am - 9:30am	<ul style="list-style-type: none"> <li>Course Introduction / ice Breaking</li> </ul>
9:30am - 10:45am	<b>MODULE 1 :</b> <ul style="list-style-type: none"> <li>Foundations of Competency-Based Talent Management</li> </ul>
10:45am - 11:00am	Break
10:45am - 1.00pm	<b>MODULE 2 :</b> <ul style="list-style-type: none"> <li>Types of Competencies &amp; Framework Architecture</li> </ul>
1.00pm - 2.00pm	<ul style="list-style-type: none"> <li>Lunch Break</li> </ul>
2.00pm - 3:30pm	<b>MODULE 3 :</b> <ul style="list-style-type: none"> <li>Job Analysis &amp; Competency Identification</li> </ul>
3.30pm - 3.45pm	Break
3.45pm - 5:00pm	<b>MODULE 4 :</b> <ul style="list-style-type: none"> <li>Defining Proficiency Levels &amp; Behavioral Indicators</li> </ul>
<b>DAY 2</b>	
8:30am - 9:00am	Registration
9:00am - 10:45am	<b>MODULE 5 :</b> <ul style="list-style-type: none"> <li>Building the Competency Matrix</li> </ul>
10:45am - 11:00am	Break
11:00am - 1:00pm	<b>MODULE 6 &amp; 7:</b> <ul style="list-style-type: none"> <li>Using Competency Matrix Across HR Systems</li> <li>Competency Assessment &amp; Gap Analysis</li> </ul>
1:00pm - 2.00pm	Lunch Break
2.00pm - 3:30pm	<b>MODULE 8 &amp; 9:</b> <ul style="list-style-type: none"> <li>Designing Learning &amp; Development from the Matrix</li> <li>Change Management &amp; Buy-In</li> </ul>
3.30pm - 3.45pm	Break
3.45pm - 5:00pm	<b>MODULE 10 :</b> <ul style="list-style-type: none"> <li>Sustaining &amp; Evolving the Competency Matrix</li> </ul>



## Trainer Profile



**PUNITHA MALAR (AISHU)**

Ms. Aishu is a certified coach and trainer, with 25 years of combined experience in higher education management, strategic partnerships, business development, L&D and talent management across SEA, Australia, and the U.S. She excels in managing key stakeholders, policy, governance, and membership interests.

She drives growth and revenue in education partnerships, corporate trainings and implements sustainable growth strategies.



adminmefa@mef.org.my



03-7498 7242 / 016 - 254 1844