



SPECIAL FEATURE

How to Fix Your Organizational Talent Gaps

By Caliper's Eric Baker



Talk is cheap, they say. This is especially true in the business world. For example, have you ever purchased an item from a store that claims "We stand behind our products!" only to discover they have all kinds of arcane refund rules when you try to return the thing because it broke?

Business leaders have an image in mind for their organizations. A freight-transport company has to project operational efficiency to its current and potential customers, while a tech company should be seen as having a culture of innovation. However, you can't claim operational efficiency if, behind the scenes, no one in the organization has patience for building systems or following procedures. And you can't boast about leading-edge tech products if you lack the creative resources and know-how to develop them.

Well, one *can* do those things, but customers will quickly learn otherwise and move on to a competitor.

The problem is: How do you know if your company has the people in place to fulfill the image you want to project? Performance competencies are a great place to start.

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