

## "COMPETITION vs. COMPETENCES"

Purpose of the Subject:

- 1. To emphasise the importance of each individuals unique talent in order to obtain maximum performance and gain a status of COMPETENT expert in your field.
- 2. To be able to recognise an individuals talents in order to build high performance teams to positively influence society.
- 3. To develop a higher knowledge built upon a foundation of passion.
- 4. Provide a measured competence level and create an added value in order to meet new economy and industry demands.
- 5. Using the "Xmodul" as a tool for adding high value.

**Abstract:** This era of 'crisis economy' that society is witnessing has created an industry demand of low expenditure on recourses but at the same time a high added value. The rules of the game are changing and a paradigm shift is occurring. Competence as a result of producing top end results is the new concept. Competence is becoming a derivate of efficiency and high added value. The innovative creative approach is needed to satisfy demanding criteria we are facing. Innovation comes from talent. Talented individuals put together creative teams automatically focused to invent high added value products. Based on new paradigm criteria, such top result producing teams and individuals become most competent experts in their field. Status of competent expert in a new paradigm is given by the end users of the product-service. This kind of value based thinking produces breakthrough results in a face of current world situation. Focus shifts from competition to supporting creativity and innovation that is based on unique talents of every individual involved in the process. Greater goals are achieved in shorter periods of time. Xmodul© is a tool created on high added value focused thinking. The practical usage of the Xmodul© in human management field and goals setting environments will be demonstrated and the examples from the field showing measurable results will be covered during the speech.

Keywords: talent, knowledge, innovation, added value, measurable results, competition, competence, Xmodul©

# 1 INTRODUCTION

## Competition vs. Competence

This is the perfect time to provide a space for new approaches to evolve in order to achieve better results. The old paradigm of cost efficient, mainly profit driven economy and society has reached a breaking point. A new paradigm is emerging based on "old" forgotten values that seemed to clash with definition of success embodied as profit. Values, passion, innovation, talent and team comes first and profit is only a consequence. Ironically, profit becomes higher, bigger and more possible if it is not the main agenda. Goals are set to be long vs. previously short termed. Added value to the consumer is becoming the number 1 priority that determines all of the main action.

The same as with profits, the competence scheme is evolving. One can be labelled competent according to a level of added value he/she is able to produce. Long term measurable results are also the criteria of competence. The consumer is becoming a main player in deciding what 'expert' title or label a service provider is given. In the old paradigm, the label of expert was mainly bestowed by establishments of service providers - in a way imposed on to consumers. The crisis that we are witnessing makes consumers much more aware of their role and power within a market - society has changed the competence process.

To be able to produce long term measurable results in the current economy, the individual or team needs to be more than mainly profit driven. Innovation is needed. Creativity is needed. Talent is needed. Passion is needed. Genuine interest for the field that you are active in is needed. Individuals that are operating only inside of a "profit paradigm" are losing out on effective performance because any field can be profitable. Being involved in a certain field based only on old paradigm meant that profit as a decision making factor to choose industry or field to be active in. If the main point of interest for action is profit, there will always be high levels of competition. However, when the main focus of action is talent, passion, creativity, and added value, the competition is low as every individual has unique set of values and interests. Additionally if those new paradigm based goals are pursued then the possibility of becoming an expert becomes much higher.

Consumers of services are choosing providers that are adding the highest value to them. Therefore top experts are on demand. To become a top expert from criteria stated in a new paradigm one must follow their passion, values and talents, otherwise he will need to compete with the rest of the candidates that has chosen the "old" profit based paradigm which is due to expire very soon. As every individual owns a unique set of talents, he is due to become a unique competent expert. The competition known from an old paradigm is gone. One focuses himself only to passionately pursue the best possible solution for the

field that he has chosen based on his values and talents. The future will be owned by such experts or better still, teams of experts.

## 2 TALENTS AND VALUES

New paradigm suggests that individual searching for his field of interest or performance has much higher chances to become a competent expert in the field that is based on his talents and values than any other alternatives. If he chooses based on new paradigm he will be naturally driven to explore experiment and evolve. He will be passionate. His priorities are to develop himself, to grow and expand and to gain skills that are needed in his field. He is focused on expansion, research and innovation. Therefore he already has a large advantage in comparison with those individuals whose main reasoning for choosing the field of interest in is solely based on profit. Their intention is legitimate, but my experience shows me that a lack of passion, enthusiasm and genuine interest in a consumer's needs and desires sees them set to fail. There is a gap accruing between long term profit and high added value for the consumer.

## 3 INOVATION

Innovation is a need that individuals settled within the new paradigm feel constantly. They are searching for new ways, approaches, solutions and expansions of ideas to be able to express, use and experience their talents and satisfy their values. Creativity drives them from within and it is always present. There is always a better way to discover, or a simpler example to find, and a bigger impact to produce in shorter amount of time. One that is performing from platform of talents and values is feeling like he is on the mission, no matter the time or place or circumstances. This characteristic again gives him a huge advantage in comparison to old paradigm practices mainly based and preoccupied with making higher profit at lowest cost possible.

### 3.1 Results & High added value

Measurable results naturally follow on from being constantly in pursuit of and expressing and evolving talents through innovative approaches. To be able to produce a result in an area of interest that is based on ones talents and values feels like fulfilment of a higher function. It is his purpose; life purpose if you will. He is dealing with negative circumstances with a solution focussed attitude. During the process of pursuing values and talents based results, the person immersed in new paradigm rarely quits or stops or behaves

unproductively. He is pro-solution orientated and highly focused and does not have time to be against anything. Performance excels. Will power excels. Added value either to a product, service, person, or organisation excels.

#### 4 COMPETENT new paradigm EXPERT vs. COMPETITIVE old paradigm EXPERT

From the consumers' point of view, it is obvious that a provider (individual, team) who is naturally acting innovatively, producing constant measurable results will, by default, be adding high value to their service or product. The choice between old paradigm and new paradigm based products, services, providers, employees; etc is that from a consumers view point, is becoming more and more obvious and easy. Awareness of consumer's behaviour and emotions in general has evolved. Consumers will choose professionals that are producing top results. They will determine who is competent and who is not. The title of 'competent expert' is increasingly becoming more based on the value that they can get. The process of addressing an expert as competent or incompetent has started to shift already as mentioned in the introduction - away from service providers to consumers of the service or product. If one wants to become a competent expert, it is preferable to advise them to follow the rules of this new paradigm. He will go through a process of values and talent based decision making regarding choosing his field of interest. As every individual has a unique set of values and talents, he will evolve unique skills because of his passion. Unique skills will be recognised through the service he will offer to consumers by providing high added value. He will have no competition.

If one chooses to follow the old paradigm of maintaining a main focus based solely on profit, he will find himself surrounded with the same profit based service providers. To stand out he will not have developed a unique set of skills to a required level. He will need to go through accreditation and prove himself through different establishments and find different approaches to "impress" a consumer in order to maintain appearance of an expert. Any chances of success are minimized and short term and he will have no choice but to be competitive.

The power of the team gets to a new level if the team is put together from "new paradigm" acting individuals. It is leverage beyond comprehension of its competitors. The consumers will recognise such teams quickly and give them status according to their value added ability. It naturally follows that such teams will quickly receive accreditation of being a competent performer in the field.



action to counteract this and improve performance. Measurable result followed in terms of asking a partner for a marriage.

The purpose of mentioning the Xmodul® coaching tool in this paper is to demonstrate an inventive approach in a field of interest that highly satisfies consumers needs and adds great value. The tool represents uniqueness and is accredited by users.

## 6 CONCLUSIONS

New circumstances demand new approaches. From personal experience, the effort that was first focused on competition and becoming a competent expert in a field can be altered through new paradigm thinking. New paradigm offers win-win results for all involved parties, the process of implementation is much more enjoyable, innovative, fulfilling and creative and an impact much bigger. It is a step toward a solution focused thinking and self respective and workable society for all individuals. Invitation to try the new paradigm follows as it offers you "competence vs. competition". The choice is yours.

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