



Competency Based Training: The Key to Quality and Enforceability of Trademarks.

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Purpose and Outcomes

Purpose: To explore how a competency based approach to training can support quality management in Trademark Examination

Outcomes:

- Share our experience in using a competency based approach
 - Understand the ITLMS Project (WIPO)
- Understand the link to enforceability and quality of trademark examination work

Enforceability

Compliance with legal regulations and procedures before and after registration

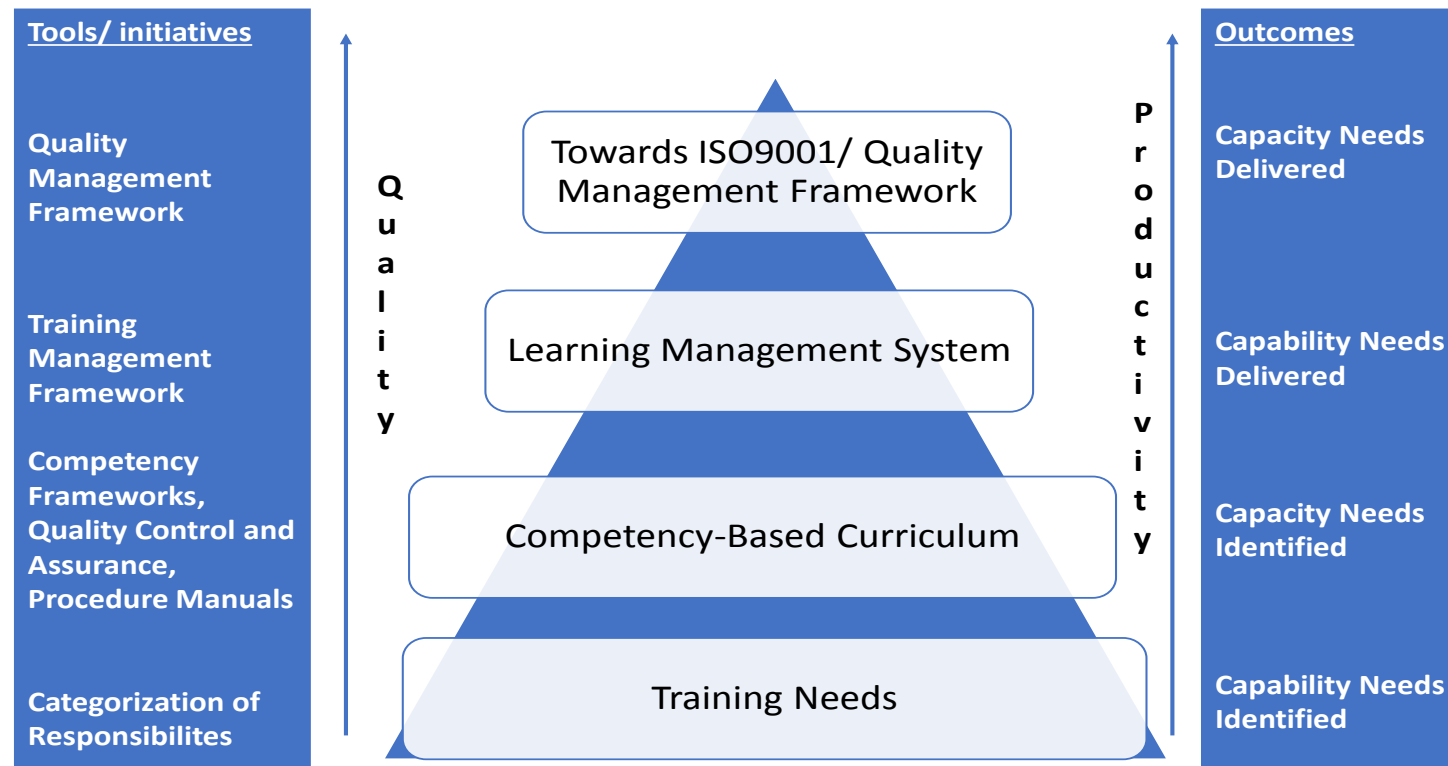
- New regulations
- New technology
- New Developments: Traditional v Non-Traditional
- Demand
- National Systems
- International Systems

ITLMS Project Background and History

- Survey on Trademark Examination Training (May 2018)
- Workshop for Champions (Pakistan October 2018)
- Visit to WIPO (Geneva) by a Champions, to develop competency-framework and curriculum and present a report presenting a road-map (presented to the DGs) May 2019, October 2019
- 2nd Visit to WIPO to build a first draft Learning Management System and Training Management Framework (October 2019).
- Country Visit, October 2019, by WIPO to Indonesia and Malaysia

Capability and Capacity building

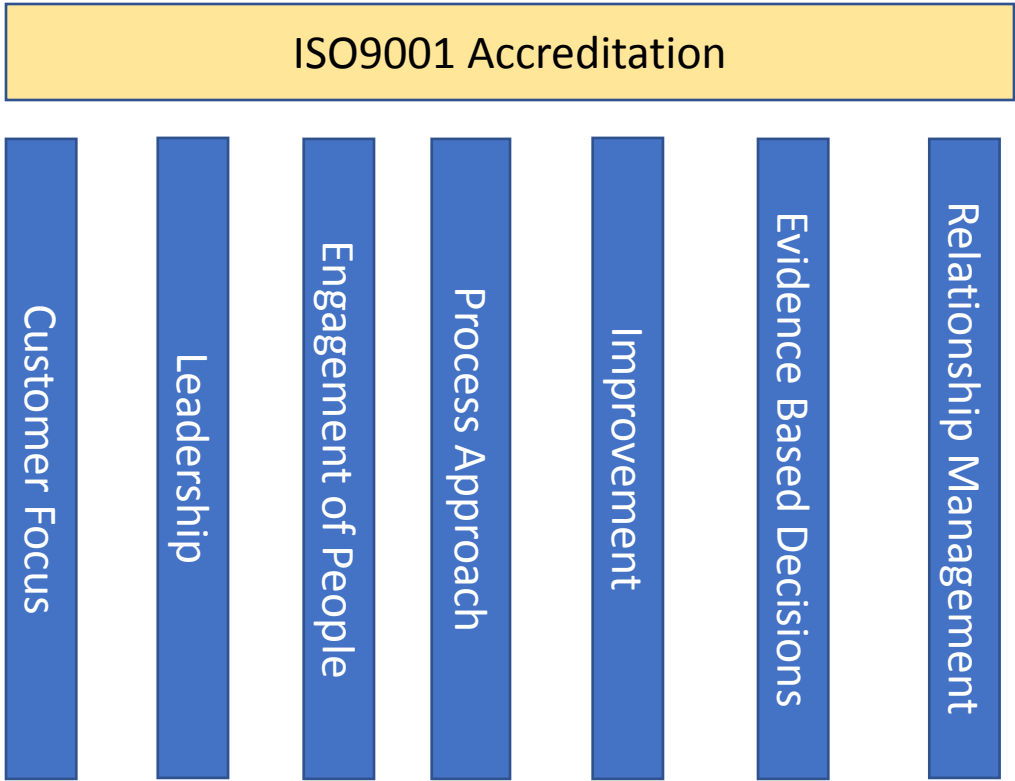
Impact of Training related Initiatives on Quality and Productivity, through better Capability and Capacity



Quality Management System



ISO 9001:2015



Background and History

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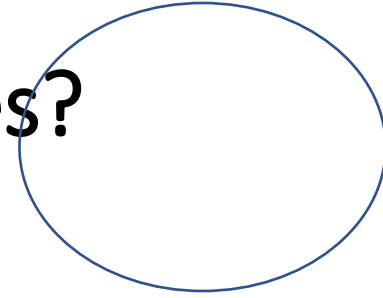
What is Competence?

- 1) Definition of Competence?**
- 2) How do you know someone has competence?**
- 3) How do you develop competence?**

What is Competence?

- 1) Definition of Competence: 'competence' (competences) what people need to do to perform a job, to an acceptable quality level standard.**
- 2) How do you know someone has competence. They do something correctly, they can articulate what needs to be done and why, they demonstrate behaviour which is related/ supports doing something correctly.**
- 3) How do you develop competence: Knowledge, Skills and Behavior (attitude)**

What are Competencies?



What is a competency framework?



**Level 2: Capability Needs:
Competency Frameworks,
Examination Procedures
Manuals, Quality Assurance**

Competence



Competencies



NICE Classification (Output) / Standard	Knowledge (Input)	Skills (Input)	Behaviour (Input)
Check formatting of list (classified and in numerical order) to 100% Accuracy			
Check a List of Goods and Services to 100% Accuracy			

Curriculum

**Level 1: Training Needs:
Categorization of
Responsibilities**

Training program (What)	Audience (For Whom)	Competence/ Standard (Why)	Training Solution How/ Where/ Whom)	Delivered by

Applying the Training Curriculum (Categorizing it for the Audience - for Whom)

- 1) Formalities
- 2) Formalities plus Substantive
- 3) Formalities, Substantive, Madrid
- 4) Formalities Separated from Substantive
- 5) Formalities, Substantive, Special
- 6) Unclear

What is a competency framework?


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Competence



Competencies



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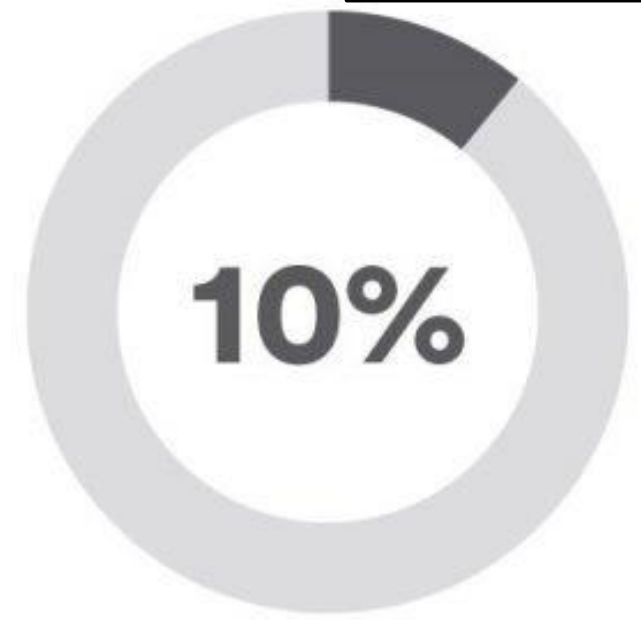
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On-the-job
learning



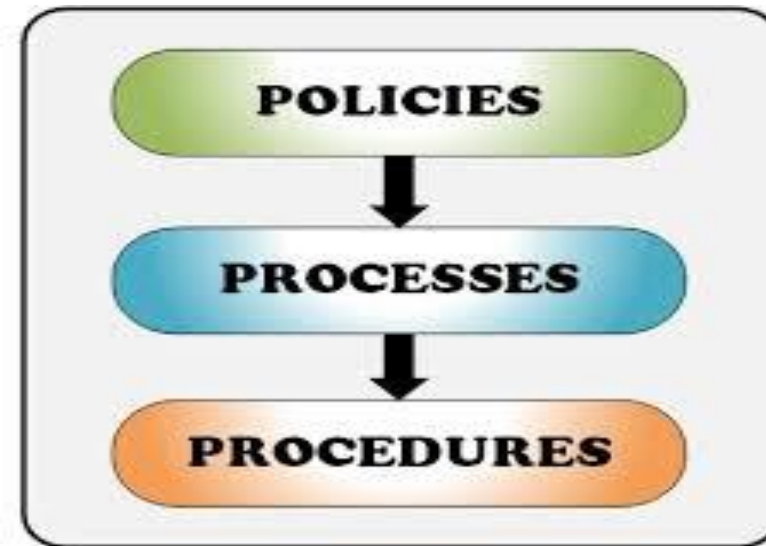
Learning through
others



Formal
learning

Quality Assurance/ Examination Procedures

Level 2: Capability Needs:
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Competency: Examination

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Types of Learning

**Level 2: Capability Needs:
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On the Job Training	Teaching Others	Classroom	E-Learning
Rotation Schemes	Projects	Managers Work	Extra Responsibility
Working with/Observing Experts	Formal Training Courses (internal/external)	'Back to the Floor'	Community Activities

Quality Control



Learning Management System

A secure central database of training, that one can go to access training which will deliver a tracked, standardized, visible and appropriate training.

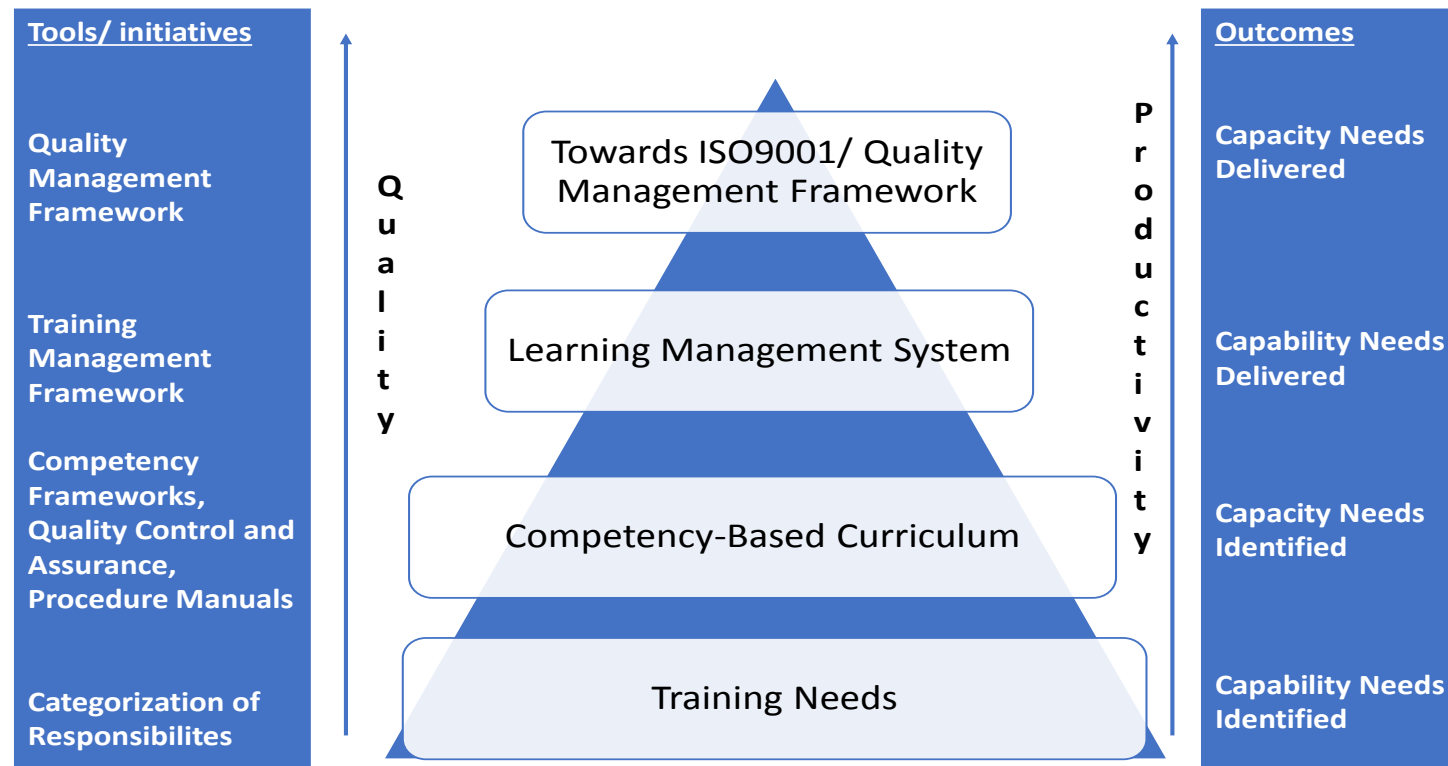


Manager's Job is to enable Capability & Capacity

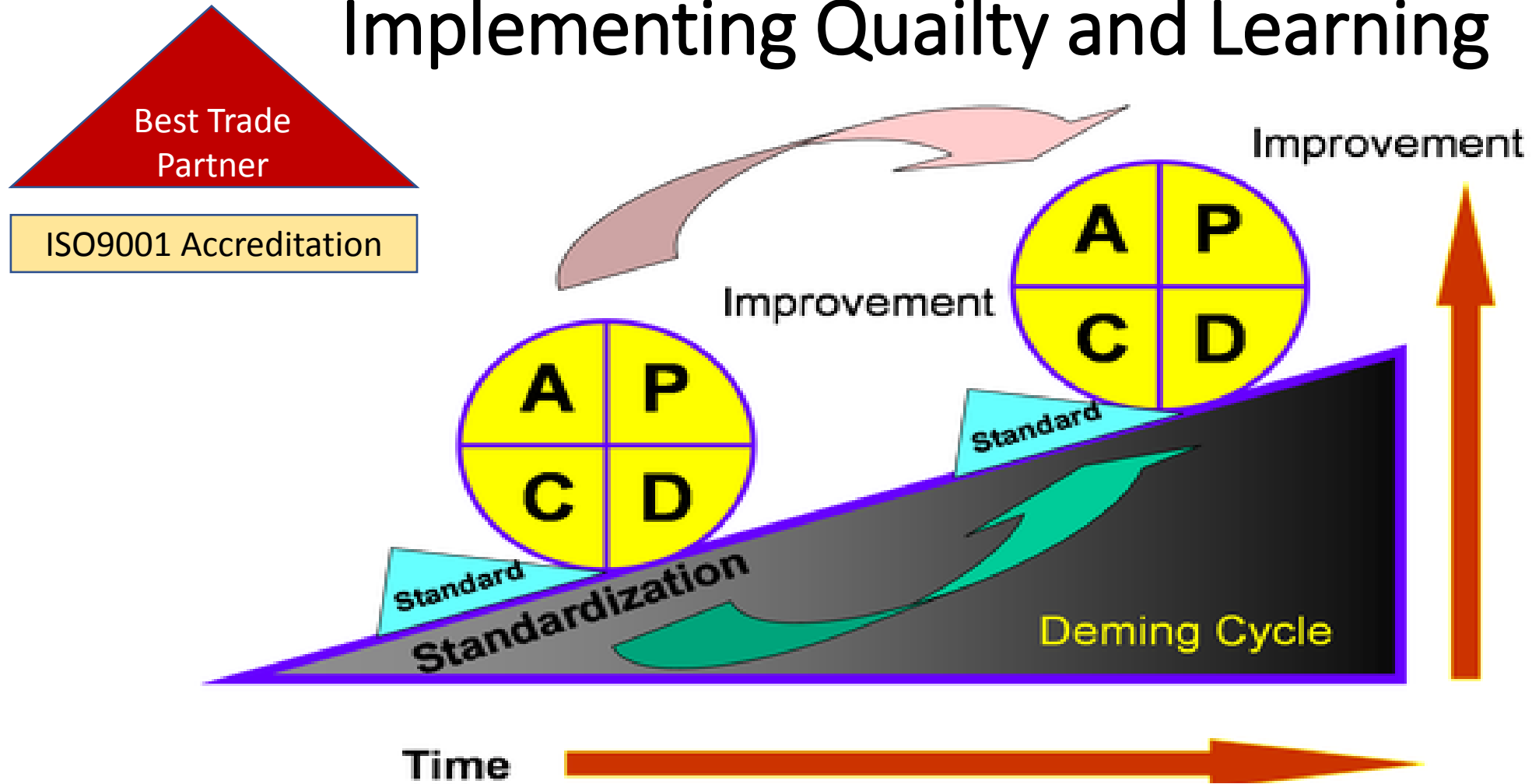


Capability and Capacity building

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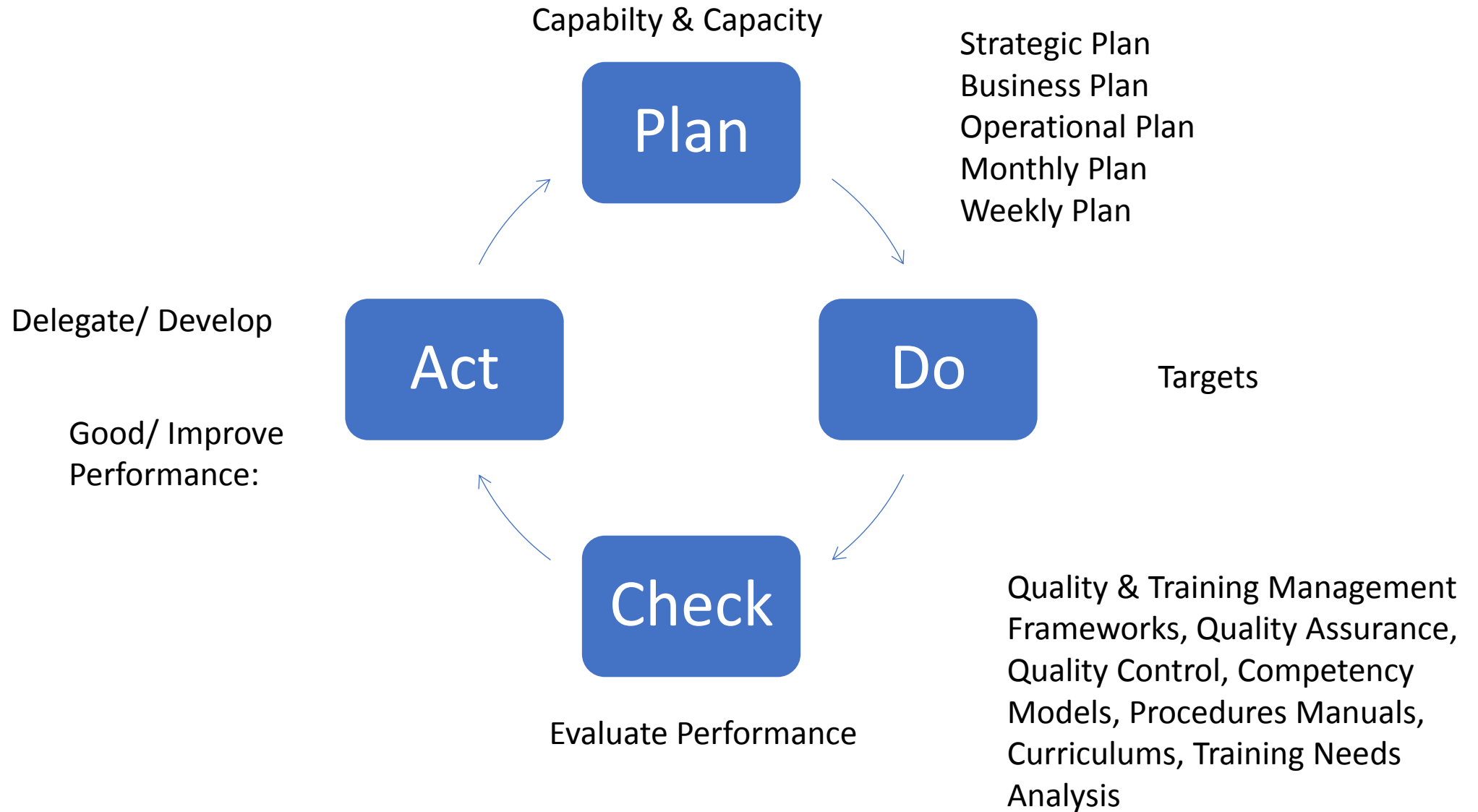
Implementing Quality and Learning



Management Approach

Management Control		Employee Control	
<p>1. Management Decides then tells staff:</p> <ul style="list-style-type: none"> • Telling • Directing • Management is accountable • Team members expected to comply 	<p>2. Management obtains staff input before deciding</p> <ul style="list-style-type: none"> • Selling • Coaching • Employees ideas harnessed • Employees consulted and have input 	<p>3. Employees decide and recommend</p> <ul style="list-style-type: none"> • Participating • Facilitating • Accountabilities are shared • Team members must consult management before getting approval 	<p>4. Employees Decide and Act</p> <ul style="list-style-type: none"> • Delegating • Liaising • Employees are accountable and responsible. • Team members can set direction

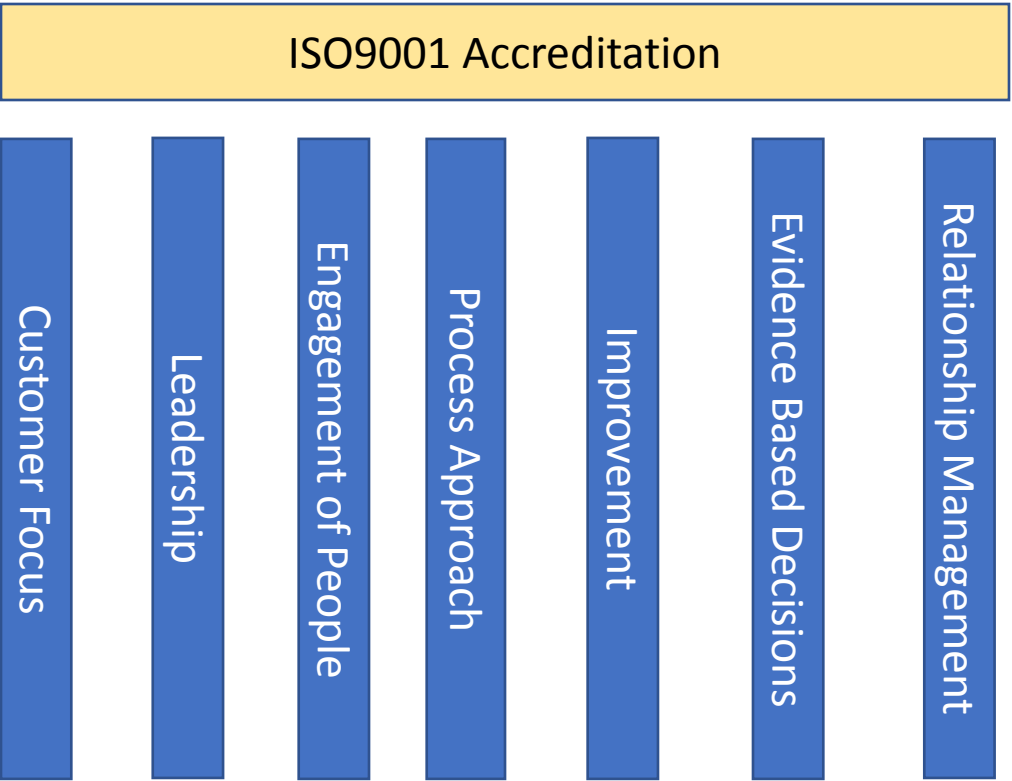
Managers and Teams



Quality Management System



ISO 9001:2015



The Future

- Implement the Training Management Framework
- Align with Quality Management
- Engage with Partner Countries
- Onboard other countries
- Align with other projects



Questions ?!