

PRACTICAL CERTIFICATION EXAMINATION

#telcoWay Job Profile Methodology

Certification: Certified #telcoWay Job Profiling Practitioner (Talent)

Assessment Type: Practical Application Examination

Assessment Mode: Online – File Upload

Time Window: 5 working days (recommended)

Estimated Effort: 6–8 hours

Weighting: Mandatory pass requirement (cannot be offset by theory exam)

Purpose of the Practical Examination

This practical assessment validates that the candidate can:

- Apply the **three-sheet #telcoWay framework** correctly
 - Enforce **hierarchical KPA alignment**
 - Design **dual KPIs (Quality + Quantity)** that are measurable in Odoo
 - Allocate **realistic time, effort, and impact**
 - Demonstrate **strategic judgement and governance discipline**
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Practical Exam Scenario

You are a **Talent Business Partner** supporting the creation of a new role:

Role to Be Profiled

Job Title: Customer Experience Operations Manager

Patterson Grade: D

Reports To: Head of Customer Experience (Grade E)

Supervisor Job Profile Extract (Provided to Candidate)

Supervisor KPA:

3.2 – Customer Experience Excellence

Sub-KPAs:

- **3.2.1 – Service Quality Management**

- **3.2.2 – Customer Feedback & Resolution**
- **3.2.3 – CX Process Optimisation**

Supervisor Impact & Effort Scores:

- Impact: 9
- Effort: 8

All subordinate KPAs **must cascade** from the above structure.

Candidate Deliverables (Mandatory)

Candidates must submit **one completed #telcoWay Job Profile Workbook** containing:

Sheet 1 – RACI Matrix

- 6–8 KPAs (max 10 if justified)
 - Correct **hierarchical numbering**
 - Clear RACI definitions
 - Minimum **2 KPIs per KPA**:
 - 1 Quality KPI
 - 1 Quantity KPI
 - KPI calculations, targets, and Odoo data sources defined
 - Reporting rhythm specified
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Sheet 2 – Job Analysis

- Fully completed basic role information
- KPAs cascaded from Sheet 1
- 8-step execution process per KPA
- Tools and Odoo modules identified
- Time allocation per KPA
- Total monthly hours = **170–210**
- Cascaded Complexity, Effort, and Impact scores
- Weighted performance scores calculated

Sheet 3 – Action Priority Matrix

- All KPAs represented
 - Impact/Effort scores cascaded from supervisor
 - Correct matrix categorisation
 - Strategic context completed:
 - What / Why / When / How / Who
 - Expectations clearly stated (“I expect you to...”)
 - Minimum 2 KPIs per KPA referenced
 - Cost of Failure defined
 - Organisational and Personal Consequences articulated
 - Remediation plan included
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Non-Negotiable Rules (Automatic Fail)

-  KPAs not clearly linked to **3.2.x supervisor KPAs**
 -  Missing or weak **dual KPI coverage**
 -  Total monthly hours outside **170–210**
 -  Vanity KPIs or unverifiable data sources
 -  Inconsistent KPA numbering across sheets
 -  Impact/Effort scores not cascaded or unjustified
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Practical Exam Scoring Rubric (100 Marks)

1. Hierarchical Alignment (25 marks)

- Supervisor linkage explicit and correct
 - No orphaned KPAs
 - Logical decomposition of supervisor objectives
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2. KPI Design & Measurement Quality (25 marks)

- Quality + Quantity discipline

- Clear calculations and targets
- Odoo data source realism
- Anti-vanity metrics applied

3. Resource & Time Realism (15 marks)

- Total hours compliant
- Effort distribution matches impact
- Complexity scoring appropriate





4. Strategic Prioritisation (Action Priority Matrix) (20 marks)

- Correct categorisation
- Clear strategic rationale
- Consequences meaningful and proportional

5. Cross-Sheet Consistency & Professional Quality (15 marks)

- Consistent KPAs across all sheets
 - Clean structure and clarity
 - Calculations accurate
 - Methodology discipline evident
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Practical Certification Levels

Score	Outcome	Meaning
<65	 Fail	Methodology not applied reliably
65–79	 Practitioner	Can build compliant job profiles
80–89	 Advanced Practitioner	High-quality, strategic application
90–100	 Authority	Exemplary governance and design

Important: A pass in the **theory exam + practical exam** is required for certification.