

ABSTRACT

The thesis examines the educational needs of the leadership team of MultiSport Benefit. The research aims to determine the competency levels of seven leaders within the company using a new competency model and to identify their educational needs based on competencies they consider crucial. The first sub-goal is to assess the perceived competency levels of the leaders based on the SHL Universal Competency Framework. The second goal is to interpret the results from the Occupational Personality Questionnaire (OPQ) reports. The third goal is to identify the individual needs and motivation of the respondents for further development. The research findings are integrated into a proposed design for an educational plan. Data were collected through three methods. For the first research question, the author used a scaled questionnaire. For the second research question, a secondary analysis of quantitative data from OPQ output reports was conducted. The third research question was answered through unstructured interviews with team leaders, the transcripts of which were subjected to thematic analysis. Seven themes were identified: Leadership and Decision-Making, Support and Cooperation, Interaction and Presentation, Creating and Conceptualizing, Organization and Implementation, Coping with Pressure, and Hard Skills. These seven themes generated twenty-two open codes. The findings revealed that while some leaders do not meet the required levels in certain areas, most of them meet or exceed the expected standards in many key competencies. The use of competency model-based tools highlighted deficiencies among team leaders in the areas of Organization and Implementation, Support and Cooperation, and Interaction and Presentation.

KEY WORDS

analysis and identification of education needs, competency, competency models, education plans, educational methods, education, adult education, management training