

LEVEL 4 ASSESSMENT SPECIFICATION

Certificate of Higher Education Skills for the work

STUDENT NAME: Khairuzzaman Rob

STUDENT ID NUMBER: 1915327

MODULE: Academic and employability skills

MODULE CODE: BMSW4001

LECTURER: Laura James

ASSIGNMENT TITLE: Academic and employability skills

SUBMISSION DEADLINE: Report- 27/02/2020

BUILDING A WORKFORCE FOR THE FUTURE AN EQUIPTABLE LIFE ASSURANCE SOCIETY CASE STUDY

INTRODUCTION

THE EQUIPTABLE LIFE ASSURANCE SOCIETY IS A SUCCESSFUL PROVIDER OF FINANCIAL AND ASSOCIATED SERVICES CONSISTING MAINLY OF LIFE ASSURANCE AND PENSIONS. IT'S CLIENTS/CUSTOMERS ARE MAINLY PEOPLE WITH HIGH EARNING JOBS OR WEALTHY. SELLING INSURANCE AND PENSIONS TO THEIR CUSTOMERS THROUGH COMPANY PENSION SCHEMES. THEY HAVE NO SHAREHOLDERS. THEIR MEMBERS ARE THE SHAREHOLDERS.

EQUIPTABLE MEANS "**FAIR**" THEY TREAT THEIR MEMBERS FAIRLY. THOSE WHO HAVE BROUGHT POLICIES WITH THE SOCIETY SHOULD RECIEVE A **FAIR** SHARE OF THE PROFITS.

I WILL BE ANSWERING QUESTION TWO ON THIS ASSIGNMENT:

"WHAT **SKILLS AND CHARACTERISTICS** ARE **EQUIPTABLE LIFE** LOOKING FOR IN THEIR RECRUITS AND HOW DO THESE LINK TO THE ORGANISATIONS PERFORMANCE."

MY ANSWER TO QUESTION 2

“KNOWLEDGE WORKERS”

IN ORDER FOR EQUITABLE LIFE TO BE SUCCESSFUL THEY HAVE FOCUSED ON RECRUITING AND TRAINING HIGHLY ABLE CUSTOMER SERVICES EMPLOYEES. THEY WILL MAKE DECISIONS THEMSELVES, THESE RECRUITS WILL NOT WAIT TO BE GIVEN ORDERS THEY ARE INTELLIGENT AND INOVATIVE TO TAKE SUITABLE DECISIONS THEMSELVES. THEY WILL HAVE A HIGHLY PROFICIENT IN USE OF INFORMATION AND TECHNOLOGY. BUISSNESS WRITERS REFFER THEM TO **“KNOWLEDGE WORKERS”**. INTELLIGENCE IS THE GREATEST ASSET OF MODERN ORGANIZATION BY PROVIDING GOOD CUSTOMER SERVICE WILL LINK TO GOOD RETURNS ON POLICY HOLDERS.

HOPEFULLY BY DOING THIS THEY WILL ACHIEVE EXISTING CUSTOMERS TO MAKE MORE PAYMENTS AND NEW CUSTOMERS TO JOIN.

“KNOWLEDGE WORKERS” MAIN CAPITAL IS KNOWLEDGE THEY “THINK FOR A LIVING”.

WHAT ARE KNOWLEDGE WORKERS

PETER DRUCKER DEFINED KNOWLEDGE WORKERS AS HIGH-LEVEL WORKERS WHO APPLY THEORETICAL AND ANALYTICAL KNOWLEDGE, ACQUIRED THROUGH FORMAL TRAINING ,TO DEVELOP PRODUCTS AND SERVICES. HE NOTED THAT KNOWLEDGE WORKERS WOULD BE THE MOST VALUABLE ASSETS OF A 21ST CENTURY ORGANIZATION BECAUSE OF THEIR HIGH LEVEL OF PRODUCTIVITY AND CREATIVITY.THEY ARE DIFFERENTIATED FROM OTHER WORKERS BY THEIR ABILITY TO SOLVE COMPLEX PROBLEMS OR TO DEVELOP NEW PRODUCTS OR SERVICES IN THEIR FIELDS OF EXPERTISE. KNOWLEDGE WORKERS ALSO RECEIVE HIGH SALARIES THAT REFLECT THE COMPLEX NATURE OF THEIR WORK AND THEIR RELATIVE INDEPENDENCE IN RELATION TO WORK PROCESS. THEY FOCUS MORE ON QUALITY THAN QUANTITY.

CHARACTERISTICS OF KNOWLEDGE WORKERS

KNOWLEDGE WORKERS POSSES THE FOLLOWING CHARACTERISTICS:

SPECIAL KNOWLEDGE OF A SUBJECT.

MOST KNOWLEDGE WORKERS HAVE A SPECIALISED SET OF KNOWLEDGE ABOUT A PARTICULAR SUBJECT.THEY OFTEN HAVE SPENT YEARS DEVELOPING AND GAINING THEIR SKILLS AND RESOURCES EITHER THROUGH FORMAL EDUCATION OR WORKPLACE.

THE ABILITY TO FIND AND ACCESS NEW INFORMATION

IN OUR SOCIETY , INFORMATION IS CONSTANTLY CHANGING AT A PACE THAT IS HARD TO KEEP UP WITH. THERE IS A LOT OF MATERIAL EMPLOYEES WILL NEED TO BE FAMILIAR WITH TO PERFORM THEIR JOBS WELL. KNOWING HOW TO FIND AND ACCESS THE RESOURCES AND INFORMATION THEY NEED IS A CRUCIAL SKILL TO HAVE .

THE ABILITY TO UTILIZE NEW INFORMATION

JUST HAVING THE INFORMATION IS NOT ENOUGH IF YOU DON'T KNOW HOW TO APPLY IT IN A USEFUL WAY. EMPLOYEES MUST BE ABLE TO TAKE THE INFORMATION THEY ACCESSED AND USE IT TO SOLVE PROBLEMS IN NEW AND INNOVATIVE WAY.

GOOD COMMUNICATION SKILLS.

SUCCESSFUL KNOWLEDGE WORKERS ARE USUALLY ABLE TO COMMUNICATE EFFECTIVELY THROUGH BOTH SPEAKING AND WRITING.THEY CAN WORK WELL IN ONE-ON-ONE AND GROUP SETTINGS AND ARE ABLE TO COLLABORATE WITH OTHERS TO MEET COMPANY GOALS.

A GROWTH-MOTIVATED MINDSET

BECAUSE THE NATURE OF TECHNOLOGY AND INFORMATION IS THAT IT IS CONSTANTLY CHANGING . EMPLOYEES MUST HAVE A GROWTH-MOTIVATED MINDSET. THEY ARE INTERESTED IN LEARNING AND APPLYING NEW INFORMATION TO CHANGE THE WAY THEY WORK AND USE THEIR TALENTS.

MANAGING KNOWLEDGE WORKERS CAN BE DIFFICULT TASK. MOST KNOWLEDGE WORKERS PREFER SOME LEVEL OF ANTONOMY AND DO NOT LIKE BEING OVERSEEN OR MANAGED. THOSE WHO MANAGE KNOWLEDGE WORKERS ARE OFTEN KNOWLEDGE WORKERS THEMSELVES OR HAVE BEEN IN THE PAST . THEY MUST BE TREATED AS INDIVIDUALS.