

Core & Role Competency Examples

What is a Competency?

A competency is a blend of skills, knowledge, behaviors, and abilities that determine how effectively an individual performs a role. It is not just about possessing the skill or knowledge, but also about applying it in different situations to achieve successful outcomes.



EXAMPLE:

Communication

Communicate in a way that is understood, adapting to different audiences in different situations. Provide feedback that is clear, helpful, and supportive

EXAMPLE:

Systems

Learn to utilize our systems and software required to perform your job duties, troubleshoot and escalate as needed. Maintain up-to-date records and documentation related to your work.

How do I use them?

Managers can use the competency to set an example of what success looks like in their role. They are meant to facilitate a current state and future state with a shared language. **Core competencies** are expectations for all employees. **Role competencies** are specific to the job the employee holds.



SALES EXAMPLE:

Prospecting

Develop a strategy to build and maintain a strong network of contacts into a pipeline of opportunities. Know the ideal client and show resilience and determination in pursuing leads.

OPS EXAMPLE:

Advocacy

Negotiate with vendors on behalf of clients to get the best possible rates and service. Build trust by presenting information accurately.

Shortlist of Core Competencies

COMMUNICATION
CRITICAL THINKING
COLLABORATION
ADAPTABILITY
CUSTOMER FOCUS
TECHNICAL PROFICIENCY
PROBLEM SOLVING
TIME MANAGEMENT
CONTINUOUS LEARNING
PROFESSIONALISM

Shortlist of Role Competencies

CUSTOMER ROLES

RELATIONSHIP MANAGEMENT
ACCOUNT PLANNING
NEGOTIATION
PROACTIVITY
DATA DRIVEN DECISIONS

SALES ROLES

PRODUCT KNOWLEDGE
PIPELINE MANAGEMENT
CLOSING
VALUE-BASED PITCHING
CUSTOMER ACQUISITION