



## Ensuring Organizational Results: Connecting Competencies to Mission, Vision, and Strategy

Leadership should support the healthy functioning of organizations. A leadership competency model identifies leadership behaviors that produce the desired results for the organization. Therefore, the leadership competencies that make up your competency model should be directly linked to your organization's mission, vision, and strategy.

Establishing this link ensures that leadership competencies are in line with your values, reflect the desired future state of your organization, take into account the market your organization serves, capitalize on your organization's points of differentiation, and ensure that work gets done in an efficient manner.

Before launching your 360 feedback campaign, the LeaderNation portal provides space for you to summarize critical aspects of your organization's functioning. Attending to this section will ensure that you focus on what is important to your organization when you create your leadership competency model. The text you insert should address some of the following key questions:

### The Big Picture

1. **What are your organization's core values?**
2. **What is your organization's reason for existing?**
3. **What will your organization ideally be like in the future?**

### Who We Are and What We Do

4. **What products and/or services does this organization provide?**
5. **Who does this organization serve?**
6. **How does this organization see itself?**
7. **How does this organization want others to see it?**
8. **What differentiates this organization from others?**
9. **What are our core competencies or capabilities?**

## Our Goals and SWOT

- 10. What are our long-term objectives?**
- 11. What are our short-term objectives?**
- 12. What are strengths, weaknesses, opportunities and threats?**

## Other Key Details

- 13. What is the relevant information needed to understand the organization's environment?**
- 14. What do clients and customers need or want?**
- 15. What are our competitors providing to our customers?**