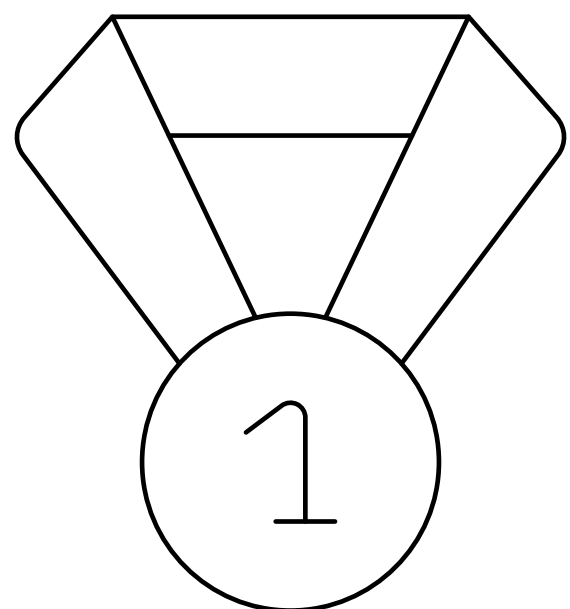


# SETTING LEADERSHIP EXPECTATIONS THROUGH COMPETENCIES

One of the best ways to help leaders provide a great, consistent employee experience is by establishing a **COMPETENCY MODEL**. This is defined as a collection of behaviors that are set as an expectation to leaders in the organization. It is also known as a “success profile” or “operating principles.”

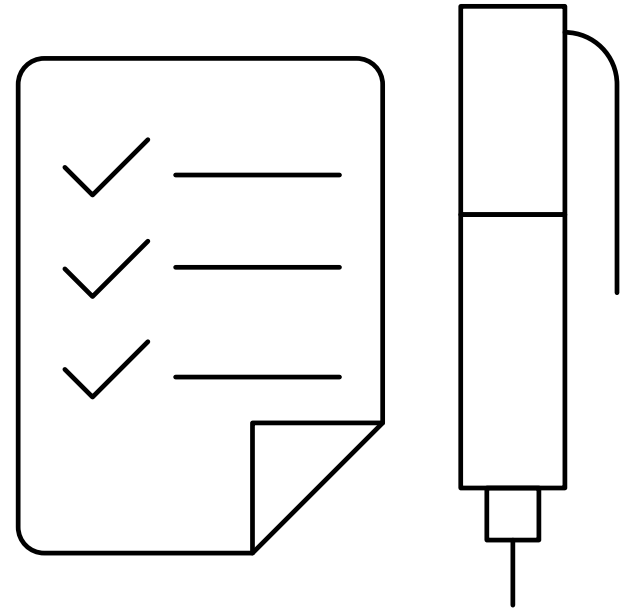
Here are 5 ways that having an effective leadership competency model will help your organization.

## DEFINE EFFECTIVE LEADERSHIP



Be **DELIBERATE** about selecting a competency model that really defines a successful leader in your organization, considering your unique **CULTURE** and the requirements to succeed in your industry.

## SET BEHAVIORAL EXPECTATIONS

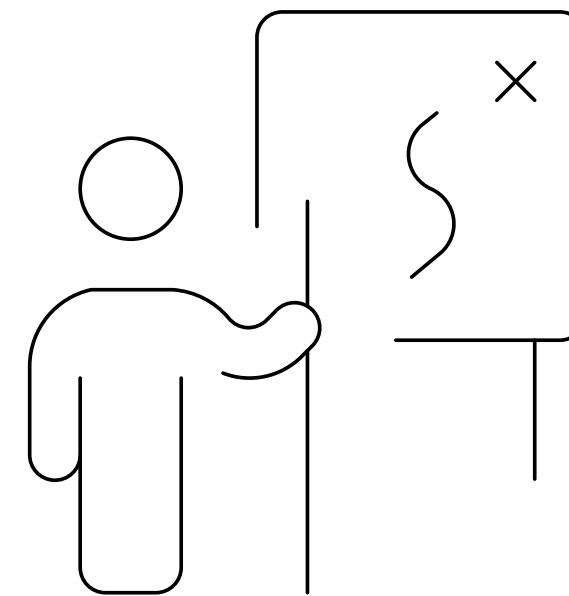


Create broad **ACCOUNTABILITY** for leaders by communicating expectations to the whole organization. Top leaders should model these stated behaviors and lead by **EXAMPLE**.

In addition to **COMMUNICATING** expectations with existing employees, make it a part of your interview or on-boarding process with new employees to say, “*This is what an excellent leader in our organization does.*”

## GUIDE LEADERSHIP ACTIONS AND PRACTICES

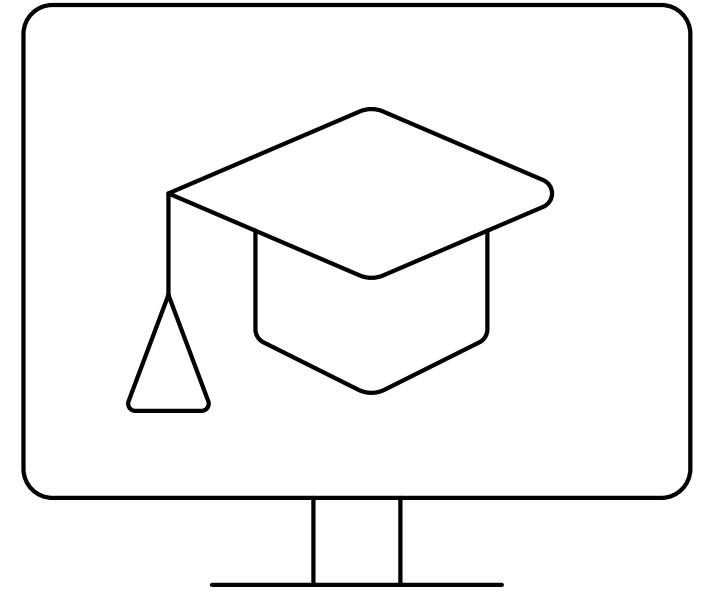
Use a 360-Degree Feedback tool to measure a leader’s strengths and weaknesses against your competency model. This can be used for individual **DEVELOPMENT** or incorporated into a **PERFORMANCE** review.



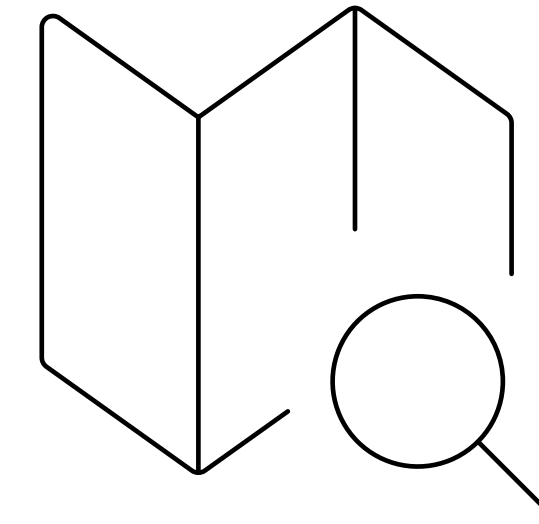
This is a great method for building **SELF-AWARENESS** and helping leaders understand the experience they're creating for their employees.

## INFORM AND TRAIN LEADERS

Integrate competencies into learning and development programs. Organizations should provide **TOOLS** and **TRAINING** for managers to help meet the expectations they're setting up.



## HELP LEADERS NAVIGATE CRITICAL MOMENTS



An employee’s experience is defined by moments that are **PLANNED** (hiring, on-boarding, performance reviews, etc.) and **UNPLANNED** (personal issues, workplace conflict, layoffs, etc.).

Having defined leadership competencies and behaviors helps **PREPARE** leaders to navigate these critical moments.

FOR MORE ON 360 FEEDBACK AND COMPETENCIES:  
**DECISIONWISE.COM/360**