

**1 - Establishing Focus** - The ability to develop and communicate goals in support of the business' mission.

	<b>BASIC</b>	<b>PROFICIENT</b>	<b>ADVANCED</b>
<b>Professional/ Specialist</b>	<i>Not Applicable</i>	<i>Not Applicable</i>	<i>Not Applicable</i>
	<b>BASIC</b>	<b>PROFICIENT</b>	<b>ADVANCED</b>
<b>Supervisor/ Manager</b>	<ul style="list-style-type: none"> <li>• Acts to align own unit's goals with the business</li> <li>• Communicates the business's mission to people in the unit</li> <li>• Communicates the unit's mission to the people</li> <li>• Develops goals that relate to the business's mission</li> </ul>	<ul style="list-style-type: none"> <li>• Acts to align own unit's goals with the strategic direction of the business</li> <li>• Ensures that people in the unit understand how their work relates to the business's mission</li> <li>• Ensures that everyone understands and identifies with the unit's mission</li> <li>• Ensures that the unit develops goals and a plan to help fulfill the business's mission</li> </ul>	<ul style="list-style-type: none"> <li>• Clearly and distinctly aligns own unit's goals with the mission and strategic direction of the business</li> <li>• Ensures that people in the unit understand and see how their individual goals and work specifically relate to the business's mission</li> <li>• Ensures that everyone understands, identifies with, and "buys into" the unit's mission</li> <li>• Ensures all individuals in the unit develop goals and specific plans to help fulfill the business's mission</li> </ul>
	<b>BASIC</b>	<b>PROFICIENT</b>	<b>ADVANCED</b>
<b>Director/ Executive</b>	<ul style="list-style-type: none"> <li>• Acts to align own unit's goals with the direction of the business</li> <li>• Ensures that people in the unit understand how their work relates to the business's mission</li> <li>• Ensures that everyone understands and identifies with the unit's mission</li> <li>• Ensures that the unit develops goals and a plan to help fulfill the business's mission</li> </ul>	<ul style="list-style-type: none"> <li>• Clearly and distinctly aligns own unit's goals with the mission and strategic direction of the business</li> <li>• Ensures that people in the unit understand and see how their individual goals and work specifically relate to the business's mission</li> <li>• Ensures that everyone understands, identifies with, and "buys into" the unit's mission</li> <li>• Ensures all individuals in the unit develop goals and specific plans to help fulfill the business's mission</li> </ul>	<ul style="list-style-type: none"> <li>• Is a role model for clearly and distinctly aligning own unit's goals with the mission and strategic direction of the business; helps others leaders to do the same</li> <li>• Creates a culture that ensures that people in the organization understand and see how their individual goals and work specifically relates to the business's mission</li> <li>• Ensures that leaders in the organization understand, identify with, and "buy into" the business's mission</li> <li>• Has a long track record of always ensuring that the organization develops goals and a specific plans to help fulfill the business's mission</li> </ul>