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Business Competencies

Making a Business Impact (Energetic, Goal Oriented)

Has the capacity to set clear priorities and to undertake major initiatives which creates momentum and progress across the organisation and which delivers significant business impact. Generates pace and energy within the organisation to achieve ambitious commercial goals.

Competency Evidence	Indicative Behaviours	Suggested Career Stage
1 Basic	<ul style="list-style-type: none"> Strong task focus and will have a preference for taking action and getting things done; will be naturally goal and results orientated. Capacity to consider the wider business impact of specific marketing activities, will seek to maximise the broader organisation benefit, where possible. Committed to the role of marketing as a key enabler of business growth and does not view marketing as separate from the wider business or organisation. 	1 2
2 Developing	<ul style="list-style-type: none"> Encourages the marketing team to see the function as being fully integrated into the organisation and fosters a strong business and commercial focus within the team. Develops broad support across the business for key marketing initiatives by setting out the clear business benefits, such initiatives will deliver. Ensures that marketing plans are fully aligned with organisation strategy to ensure the resources are deployed to best effect and overall business impact is maximised. 	3
3 Solid	<ul style="list-style-type: none"> Seeks to plan effectively, but will avoid too much analysis and will counter lack of progress, by remaining focused on the overall business objectives and ensuring marketing delivers. Fosters a high performance culture within marketing and seeks to create pace and energy, which has a strong positive impact across the organisation. Takes the lead in responding to challenging market conditions and will seek to provide effective marketing solutions which can deliver significant business impact. 	4
4 Strong	<ul style="list-style-type: none"> Focuses on making progress and creating forward momentum and will seek to find solutions rather than focusing on obstacles in order to deliver business success. Leads and inspires others across the business to set and achieve challenging organisational targets. Positions marketing as being an integral part of the organisation and a key driver of business success. 	5
5 Exceptional	<ul style="list-style-type: none"> Highly influential with the board and other key stakeholders in driving business success by creating a high performance culture across the organisation. A role model within the business to ensure that the executive team operates in a collaborative fashion to maximise business impact and seeks to counter a "silo mentality" between different business functions. Puts in place initiatives to build external strategic partnerships, to exploit future opportunities and to ensure long-term business success. 	6 7