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Business Competencies

Planning and Priority Setting (Structured, Aligned)

An ability to plan successfully and to set clear priorities for the organisation. Promotes the benefit of effective planning in order to ensure that the organisation makes the most effective use of its resources, to achieve sustainable business success. Ensures that the organisation maintains appropriate focus on key priorities. Has the ability to plan, change direction and adjust business priorities, to respond to significant changes in business and market conditions.

Competency Evidence	Indicative Behaviours	Suggested Career Stage
1 Basic	<ul style="list-style-type: none"> • Takes a structured and planned approach to work and has the ability to prioritise what needs to be done, to best achieve individual and team objectives. • Ability to plan and structure individual and team work streams, to maximise efficiency. • Planned and organised in their approach to work and also has the ability to be flexible and responsive to the needs of key internal and external stakeholders. 	1 2
2 Developing	<ul style="list-style-type: none"> • An effective time manager and seeks to take a planned and structured approach to bringing key marketing initiatives to a successful conclusion. • Highly planned approach to make the best use of available resources and to take account of possible obstacles or bottlenecks. • Can manage multiple and competing priorities and can negotiate effectively with various stakeholders to achieve the best outcome for the organisation. 	3
3 Solid	<ul style="list-style-type: none"> • An effective project manager, who will regularly review performance against key milestones and will take corrective action, as required. • Successfully implements business plans and conducts timely reviews to assess outcomes and the effectiveness of the planning and project management approaches taken. • Undertakes a regular review of marketing and business plans, to ensure that planned objectives and priorities continue to be relevant and take account of changing market conditions. 	4
4 Strong	<ul style="list-style-type: none"> • Balances the need to plan for the long-term and also maintains the organisation's tactical ability to achieve short-term goals. • Ensures that key Marketing priorities are clearly aligned to organisation strategy and business goals and takes account of significant market change and customer trends. • Fosters a culture of effective planning and priority setting within the marketing function and across the organisation. 	5
5 Exceptional	<ul style="list-style-type: none"> • Brings strong planning skills to the strategy development and business planning processes, as part of the executive team. • Assists the board in taking a planned and long-term perspective in directing the organisation and utilises effective planning to ensure that a clear strategy and effective priorities are in place. • Conducts a comprehensive review of overall business priorities regularly, to ensure that key company activities are clearly aligned to overall business strategy. 	6 7