

MARKET AND PROMOTE
THE COLLEGE AND ITS
PRODUCTS AND SERVICES
A

Comply with policy A1	Keep abreast of industry trends A2	Positively raise profile of the college in the wider community A3	Build on successes A4	Collaborate with marketing "arm" of the college A5	Export expertise A6	Participate in community organizations A7	Display professionalism A8
Project enthusiasm A9	Deal with the media A10						

COMMUNICATE
EFFECTIVELY AND
APPROPRIATELY
B

Write B1	Speak publicly B2	Make presentations B3	Listen B4	Address a variety of audiences B5	Observe and interpret non-verbal cues B6	Exercise humour B7	Negotiate B8
Seek feedback B9	Inform and contribute B10	Clarify B11	Choose appropriate communication channels B12	Network B13	Manage meetings B14		

PLAN
C

Plan strategically C1	Set objectives C2	Develop action plans C3	Implement mission and vision C4	Analyze (SWOT) C5	Develop a business plan C6	Consult with others C7	Collaborate with others C8
Evaluate risks C9	Think "outside the box" C10	Conduct research C11	Develop alternatives C12	Build consensus C12	Make decisions C13	Set priorities C14	Define performance measures C15
Identify problems and /or opportunities C16							

LEAD
D

Make decisions D1	Manage ethically D2	Be accountable D3	Demonstrate commitment and loyalty to organization D4	See the "Big Picture" D5	Comply with legal and legislative regulations D6	Manage crises D7	Manage projects D8
Engage in risk taking D9	Demonstrate political savvy D10	Promote and represent the college D11	Anticipate trends D12	Inspire others D13	Build community D14	Encourage participation D15	Empower staff D16
Develop partnerships (internal and external) D17	Demonstrate commitment to students D18	Demonstrate continuous improvement to products and processes D19	Foster innovation D20				

PROVIDE CUSTOMER SERVICE
E

Empathize with customers E1	Identify customers E2	Meet customer needs E3	Empower front-line employees E4	Encourage a service culture E5	Reinforce key policies and ideas E6	Measure customer satisfaction E7	Respond to customer needs in a timely manner E8	
Recognize a variety of customer needs E9	Provide staff with appropriate resources E10	Provide an appropriate learning environment E11	Seek ongoing customer feedback E12	Anticipate customer needs E13	Provide quality leading-edge services E14	Balance conflicting interests E15	Handle complaints and difficult people E16	
Consistently apply rationale and policy diplomatically E17	Support student success E18							

MANAGE SELF
F

Manage time F1	Keep current F2	Maintain consistency F3	Apply technical skills F4	Manage stress F5	Maintain balance between work and rest of life F6	Make principled decisions F7	Identify personal strength and weaknesses F8
Identify personal capabilities F9	Develop professionally F10	Identify personal motivators F11	Use organizational supports F12	Monitor self F13	Develop self-confidence F14	Seek feedback F15	Multi-task F16

IMPLEMENT PLANS
G

Achieve objectives G1	Assign tasks G2	Set priorities G3	Develop time lines G4	Procure resources G5	Monitor progress G6	Achieve buy-in G7	Remove roadblocks G8
Identify barriers to success G9	Identify emerging opportunities G10	Re-assess goals G11	Test assumptions G12	Re-assess strategies G13	Adapt G14	Celebrate success G15	Learn from mistakes G16
Problem solve G17	Think critically G18	Evaluate G19	Organize G20				

MANAGE PEOPLE
H

Administer a collective agreement H1	Develop staff H2	Motivate others H3	Respect differences H4	Build teams H5	Resolve conflict H6	Lead by example H7	Measure performance H8
Work with peoples' strengths H9	Match tasks to abilities H10	Delegate H11	Treat people with respect H12	Administer progressive discipline H13	Conduct performance appraisals H14	Coach and cheerlead H15	Manage volunteers H16
Support faculty and staff H17	Mentor others H18	Foster a life-long learning community H19					

MANAGE RESOURCES
I

Maintain physical control of assets I1	Prepare budget I2	Manage a budget I3	Identify resource needs I4	Maintain and allocate I5	Administer and develop contracts I6	Follow purchasing guidelines I7	Comply with policy I8
Identify alternate sources of revenue I9	Procure resources I10	Use information technology I11	Provide a safe working and learning environment I12	Manage knowledge I13			

RECRUIT AND SELECT STAFF J

Articulate job requirements J1	Conduct interviews J2	Assemble selection committee J3	Design interview tools J4	Identify selection criteria J5	Develop a recruitment strategy J6	Check references J7
Interpret responses J9						