**Core Competencies for Public Affairs Leadership: FuturEd eP Tool**

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| If I needed to provide evidence[[1]](#footnote-1), I would be able to rate my skill level as: | **Low[[2]](#footnote-2)** | **OK[[3]](#footnote-3)** | **Expert[[4]](#footnote-4)** | **Evidence (**If OK or Expert) **or Plan (**if Low) |
| 1. **Working knowledge of “the public agency”** |  |  |  |  |
| * 1. Clear understanding of mission, strategic objectives and associated values |  |  |  |  |
| * 1. Clear understanding of organizational structure, policies and common practices |  |  |  |  |
| * 1. Clear understanding of industry issues, effectiveness and efficiency |  |  |  |  |
| 1. **Management skills** |  |  |  |  |
| * 1. Planning – operational planning and reporting |  |  |  |  |
| * 1. Policy development, analysis and implementation |  |  |  |  |
| * 1. Finance – budget planning and reporting |  |  |  |  |
| * 1. Personnel – recruiting, managing, quality assurance |  |  |  |  |
| * 1. Communications |  |  |  |  |
| * + 1. Writing and speaking skills |  |  |  |  |
| * + 1. Presentation and meeting skills |  |  |  |  |
| * 1. Technology |  |  |  |  |
| * + 1. Communication skills and tools |  |  |  |  |
| * + 1. Management skills and tools |  |  |  |  |
| * 1. Project management |  |  |  |  |
| * + 1. Needs assessment and planning |  |  |  |  |
| * + 1. Human and financial resource management |  |  |  |  |
| * + 1. Implementation and monitoring |  |  |  |  |
| * + 1. Concluding and follow-up |  |  |  |  |
| * 1. Quality assurance |  |  |  |  |
| * + 1. Quality requirements and standards |  |  |  |  |
| * + 1. Quality evaluation techniques |  |  |  |  |
| * 1. Reputation management |  |  |  |  |
| * + 1. Building brand awareness |  |  |  |  |
| * + 1. Industry leadership |  |  |  |  |
| * + 1. Media and marketing relations |  |  |  |  |
| 1. **Leadership skills** |  |  |  |  |
| * 1. Creating followership |  |  |  |  |
| * + 1. Team building, motivating, delegation |  |  |  |  |
| * + 1. Creativity, innovation, vision |  |  |  |  |
| * + 1. Compassion and humanity, social responsibility |  |  |  |  |
| * 1. Strategic planning |  |  |  |  |
| * + 1. SWOT analysis and implementation |  |  |  |  |
| * + 1. Trend analysis and visioning |  |  |  |  |
| * + 1. Strategic goals and implementation |  |  |  |  |
| * 1. Problem solving |  |  |  |  |
| * + 1. Conflict and stress management, |  |  |  |  |
| * + 1. Negotiation and decision-making skills |  |  |  |  |
| * + 1. Time management |  |  |  |  |
| * 1. Accountability |  |  |  |  |
| * + 1. Quality assurance |  |  |  |  |
| * + 1. Community service |  |  |  |  |
| * + 1. Role modeling |  |  |  |  |

1. Ask yourself: “How have I demonstrated this competency in the past?” [↑](#footnote-ref-1)
2. I need to work on this. [↑](#footnote-ref-2)
3. I feel confident but I can always learn more. [↑](#footnote-ref-3)
4. I could teach others about this. [↑](#footnote-ref-4)