

# Define Leadership Competencies that Drive Business Strategy

Set a strong foundation for your talent systems with an integrated competency framework that's aligned with your business strategy.



**SOLUTION:**  
DDI's Competency Library and Success Profiles<sup>SM</sup>

**YOUR VALUE:**  
Optimize how you hire, develop, and promote leaders anchored on the behaviors required to drive your business forward. The result? Better and faster talent decisions and enhanced bottom-line results.

**VALUE TO LEADERS:**  
Leaders understand the requirements for success and make fair talent decisions, aligned to their team's and organization's goal.

*"When competencies are the foundation of their HR processes, 91% of organizations report their selection and promotion systems are more fair and their training and development is more effective."*

**DDI Job/Role Competency Practices Survey Report**

## WITH SUCCESS PROFILES YOU CAN:



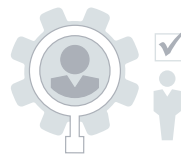
### Create Alignment

Connect business strategy to your people strategy so you can hire, promote, and develop leaders who will drive your cultural and strategic priorities.



### Easily Integrate Talent Systems

Companies with integrated talent management have 40% lower turnover and 156% greater ability to develop great leaders.



### Provide a Road Map for Growth

Well-defined competencies clearly differentiate what's required between leadership levels. You can be clear about why candidates are chosen at every level and what behaviors are expected in the role.



### Drive Change and Results

Improve skills and drive change with a competency framework that's anchored on observable behaviors, enhanced with the knowledge, experience, and personal attributes required for success.



## SOLUTION AT A GLANCE

### Aligned to Business, Differentiated by Level

We partner with you to identify your business drivers, which are the 3-4 biggest challenges that senior leaders see as most critical for the future success of the organization. Then, we align competencies for each level of leadership to the business drivers.

### Straightforward and Familiar Language

DDI competencies are easy to understand and apply. Each has well-defined, observable, and measurable behaviors or key actions that spell out the “how-to’s” so everyone knows exactly what’s required for success.

### Ease of Use Across Talent Systems

Because they are clearly defined, you can easily use Success Profiles across your HR processes and systems to hire, promote, and develop leaders.

### A Fresh Approach to Job Analysis

Build Success Profiles quickly using decks of cards, facilitated discussion, and calibration. Through this efficient process, you clearly link the challenges leaders face with the competencies required for success.

## Cascading Competency Framework

| Individual Contributor    | Frontline Leader      | Mid-level Leader                    | Senior-level Leader                 |
|---------------------------|-----------------------|-------------------------------------|-------------------------------------|
|                           |                       |                                     | Establishing Strategic Direction    |
|                           | Inspiring Others      | Inspiring Others                    | Selling the Vision                  |
| Collaboration             | Building Partnerships | Cultivating Networks & Partnerships | Cultivating Networks & Partnerships |
| Work Standards            | Execution             | Driving Execution                   | Driving Execution                   |
| Adaptability              | Facilitating Change   | Facilitating Change                 | Leading Change                      |
| Decision Making           | Decision Making       | Operational Decision Making         | Strategic Decision Making           |
| Building Customer Loyalty | Customer Focus        | Customer Focus                      | Customer Focus                      |

## A Holistic View of Success



## HOW IT WORKS

### Option 1:

#### License DDI’s Competency Library:

Get access to our robust library of competencies and business drivers with a 3-year license. You can also choose to include our library of development guides and behavioral interview questions. Available in many languages, including: English, French, German, Simplified Chinese, and Spanish.

### Option 2:

#### Get Certified as a Success Profiles<sup>SM</sup> Card Sort Analyst:

Get certified to facilitate Card Sort sessions to build Success Profiles. Available as a public or in-house 2-day workshop, in-person or virtual. After certification, you can purchase a 3-year license to access DDI’s competency library.

### Option 3:

#### Invite DDI to Define Your Success Profiles:

Work with DDI consultants to define role- or level-specific business drivers and Success Profiles, or to build organization-wide competency frameworks. We can also facilitate Card Sort focus groups and conduct interviews. In addition, you can purchase a 3-year license to access DDI’s competency library.

## Competency Library By the Numbers

- 114 competencies
- 10 Job Families: Executive, Healthcare Executive, Sales Executive, Manager, Supervisor/First Level Leader, Sales Leader, Professional/Knowledge Worker, Sales Associate, Patient Care, Associate/Team Member

### Ready to learn more?

Visit us online: [www.ddiworld.com/successprofiles](http://www.ddiworld.com/successprofiles)

Email: [info@ddiworld.com](mailto:info@ddiworld.com) or contact your DDI representative for next steps.