

Core Competencies

This set of competencies represents the CORE competencies that ALL United Way staff regardless of role and the position MUST possess. The Core Competencies represent the foundation and must be an integral part of each position.

MISSION-FOCUSED

The United Way Pro's top priority is to create real social change that leads to better lives and healthier communities. This competency drives their performance and professional motivations.

Attributes & Behaviors

Links donor, volunteer, and advocates' aspiration to needs: Communicates effectively and with passion "the story" of the organization's work to engage and energize donors, volunteers, advocates, and all other constituents in the community.

Catalyzes others' commitment to mission: Personally and visibly participates in key events and opportunities.

Strives vigorously to accomplish shared goals: Communicates and/or initiates actions on strategic opportunities (e.g., organizes volunteer events, shares information about organization's events and invites others to participate, etc.). Develops relationships to enhance and contribute to organizational effectiveness.

Separates one's own interests from organizational interests to make the best possible judgments for the organization: Focuses own work and that of others on needs and aspirations of the community.

RELATIONSHIP-ORIENTED

The United Way Pro understands that people come before process and is astute in cultivating and managing relationships toward a common goal.

Attributes & Behaviors

Understands what motivates individuals and organizations: Acknowledges and thanks others for their contribution. Initiates contact and interacts in a constructive way with diverse people to generate enthusiasm for the work.

Values diversity and inclusion: Builds relationships internally and with other United Ways, United Way Worldwide, state and local governments, nonprofit and private sector organizations.

Effectively communicates: Knows and can successfully articulate the organization's mission, vision and values to other stakeholders and collaborators.

Treats others with respect and dignity: Allocates time for relationship building, consciously creates time for engaging with others and deepening relationships. Embraces conflict and can successfully navigate the conversation to describe the organization's interests and find appropriate solutions.

Actively listens to and facilitates diverse input and contributions: Helps others achieve their goals by sharing ideas, time and resources. Listens to others and communicates in an effective manner that fosters open communication.

COLLABORATOR

The United Way Pro understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.

Attributes & Behaviors

Seeks and shares knowledge of community: Builds consensus and support with diverse stakeholders by exchanging information, identifying mutual interests, suggesting collaborative approaches and/or offering compromises.

Takes collaborative approach to addressing issues: Demonstrates coalition-building skills with the ability to explain, advocate and articulate facts and ideas in a persuasive manner and to negotiate with individuals and groups both internally and externally. Gives credit and recognition to others who have contributed.

Focuses on shared goals: Works collaboratively with others to achieve common goals and positive results. Supports and encourages other team members to achieve objectives.

Mobilizes a broad range of sectors and resources: Displays strong listening skills and can clearly state the point of view of others. Demonstrates ability to negotiate and compromise without losing sight of core values and objectives; seeks win-win solutions.

RESULTS-DRIVEN

The United Way Pro is dedicated to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.

Attributes & Behaviors

Focuses on results and can effectively communicate goals and impact: Sets and maintains high performance standards for self and others that support the organization's strategic plan.

Advocates for support of education, income, and health: Motivates others to translate ideas into actions and results.

Promotes innovation / willing to take risks: Takes calculated risks to achieve goals. Challenges self and others to achieve “stretch” goals.

Develops relationships to drive resources and results: Recognizes and capitalizes on opportunities to capture, grow, and attain funding and other resources that advance United Way’s mission. Shows passion for improving the delivery of services with a commitment to continuous improvement.

Delivers on the business model: Holds self and other team members accountable for achieving results. Models excellence and motivates fellow members to follow his/her example.

BRAND-STEWARD

The United Way Pro is a steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.

Attributes & Behaviors

Acts with integrity and strong ethics to foster trust at all levels (personal, market, societal): Fosters and supports the principles and values of the organization.

Internalizes the meaning and commitment of United Way and consistently acts according to its value and purpose: Defines, communicates and consistently exemplifies the organization’s values and ethics. Understands brand concepts and can articulate these to stakeholders and staff.

Demonstrates the values of the network; is a good system-citizen: Identifies underlying issues that impact negatively on people and takes appropriate action to rectify the issues. Identifies, assesses and manages risk while striving to attain objectives.

Is accountable and transparent with all stakeholders: Respects and follows the standards and safeguards that protect the organization’s integrity (e.g., professional standards for financial reporting, integrity of data, security of information systems, use of emails, organizational property, etc.).