

Our Capabilities for Reaching Our 2016 Goals

As an extension of our **marketing competencies**, and with our **company values** as the foundation, we have identified the **essential capabilities** for our team to **achieve** our **2016 strategic goals**.



Flexible

Willing to embrace change and shift directions, as needed



Stakeholder Management

Client first mindset; consulting and influencing skills



Proactive

Anticipate what needs to be done; take initiative and accountability



Graphic Design Capabilities

Enable more visual communications



Integrated Team

Continually connect and go outside your defined responsibilities to support the team



Innovative

Embrace new tools and technology to enhance employee communications



Strong Writing

Short, simple, engaging, action-oriented, no corporate jargon (align with brand voice)



Critical Thinking with a focus on

Continuous Improvement

Question the status quo when appropriate; suggest new and better approaches