Leadership		
Leadership	 The three roles the service expects leaders to play are: Provide/Set Direction – Inspire, seize opportunities, take tough decisions Deliver results – Work with Stakeholders, Focus on impact, Challenge and Improve Develop our people – Innovate, grow from experience, get the best from everyone 	 A leader is at the heart of the organisation, emphasising 'live our values' by: Self Awareness – knowing and being true to yourself Self Confidence – being open to learning; using that learning to improve your own performance and that of your organisation Team Working – using your ability to build relationships – with your teams, peers, partners, and stakeholders – to fulfil your role Your recognition that collective, collaborative and corporate leadership across functional and organisational boundaries will be necessary to successfully deliver outcomes Individuals in the civil service will have different leadership styles but the outcomes the service is aiming to achieve and the roles leaders are expected to play should be in common.

Core Skills		
Analysis and use of Evidence	Predicts and secures appropriate evidence as a basis for decisions, including testing for deliverability and preparing for evaluation	 To meet this requirement you need to be able to understand and explain: how you manage the process of commissioning evidence how you use existing mechanisms, or put them in place, to ensure decisions relating to policies, projects and programmes are informed by evidence And provide evidence of: having commissioned, or discussed the commissioning of, evidence using existing mechanisms, or putting such mechanisms in place
	Links evidence with specific outputs to challenge decision- making and identifies ways to improve its quality and use	 To meet this requirement you need to be able to understand and explain: how you systematically consider and review evidence informing decisions how you work with evidence providers to identify the scope for improving the quality or usefulness of evidence in future And provide evidence of: having provided appropriate feedback on the strengths and limitations of evidence to providers having used different types of evidence in making proposals for decision, showing the link between the evidence and the proposal, including assessing how the decision would be delivered

	Champions use of a variety of	To meet this requirement you need to be able to understand and explain:
	tools in collecting and	 how to manage the differing needs and interests of users and suppliers
	analysing evidence,	 the limitations of evidence, and how to manage risk and uncertainty
	balancing needs and	And provide evidence of:
	concerns of users and	 having brought together users and suppliers to discuss the quality and completeness of the evidence base
	suppliers	 encouraging suppliers to describe the limitations of evidence when making or proposing a decision
	Ensures deployment of	To meet this requirement you need to be able to understand and explain:
	evidence is consistent with	 what evidence is already available elsewhere in government
	wider government	when to consult with others involved in related areas to ensure government gains maximum value from
	requirements	evidence, both in commissioning new evidence and in sharing results
		And provide evidence of:
		 liaising with others outside your own work area about existing evidence
		 systematic assessment of the potential to add value to newly commissioned evidence
	Works in partnership with a	To meet this requirement you need to be able to understand and explain:
	wide range of analytical	 how to oversee a project in the way which makes the best use of the relevant experts
	experts to achieve	And provide evidence of:
	organisation's goals	 overseeing a project or a convincing account of how you would go about this
Financial Management	Influences the organisation's	To meet this requirement you need to be able to understand and explain:
r manolar Management	business model and is adept	 the strategic financial imperatives within the business model and underpinning strategies and policies
	at communicating it to internal	 how your business area contributes to these financial imperatives
	and external audiences	 how you can influence the delivery of financial targets and future financial shape of the business
		And provide evidence that you have:
		influenced the strategic development of the business plan, including the financial elements act scale and budgets for your business area that are directly linked to the long and short term corrected
		 set goals and budgets for your business area that are directly linked to the long - and short-term corporate plan
		 led regular team briefings to set direction and assess progress against the business plan, including financial
		performance and targets
		• undertaken external presentations to stakeholders which included the financial context for strategies, policies,
	Diana, a success and manifesta	or decisions
	Plans, agrees and monitors	To meet this requirement you need to be able to understand and explain:
	the delivery of stretching	the underlying assumptions of the organisation's business plan
	targets. Identifies and	 how to optimise the use of assets, working capital and cash in the delivery of targets
	implements innovative ways	And provide evidence that you have:
	to improve efficiency and	 used comparative data (e.g. benchmarking) to develop and challenge performance levels
	effectiveness in the use of	applied knowledge to cost behaviours to identify potential inefficiencies and taken action to reduce or control
	resource and assets	costs

	Interprets a wide range of financial information (including corporate financial reports) to make management decisions. Competent when approving investment appraisals	 To meet this requirement you need to be able to understand and explain: the availability of internal and external financial data across the organisation and what to ask for to support your decision making and forecasting how you would like management information to be developed to enhance future decision making what constitutes a rigorous business case or policy proposal and the key financial variables you look for when reviewing cases And provide evidence that you have: bid for appropriate budgets, and challenged bids from staff and peers line-managed resources actively, assessing different sources and methods to maximise value achieved demonstrated a bias for action and decision-making
Financial Management (continued)	Provides assurance to the Board on the achievement of the highest standards of internal controls and public sector governance	 To meet this requirement you need to be able to understand and explain: the role of internal and external audit principles and methods of corporate governance presentation of accounting information And provide evidence that you have: encouraged ethical and soundly based business practice in your area of responsibility worked with internal and external auditors on regularity audit represented and advocated public sector values and practices to non-government organisations provided Parliament and public with transparent financial data
	Works in partnership with finance experts to achieve organisation's goals	 To meet this requirement you need to be able to understand and explain: respective contribution of finance and other professional staff to departmental goals the performance of your area of responsibility in financial terms both to Finance and your management team And provide evidence that you have: involved finance professionals in strategy development and performance tasking for your area reviewed financial accounting and reporting issues in your area with financial professionals communicated openly
People Management	Able to develop team capability in line with business plan and organisational vision	 To meet this requirement you need to be able to understand and explain: how capabilities are linked to organisational success short and long-term development strategy And provide evidence of: effective workforce planning to meet requirements of business plan how capabilities are linked to performance

	Able to coach and develop	To meet this requirement you need to be able to understand and explain:
	individuals and teams for high	advanced techniques for coaching
	performance	 the application of talent management planning
		 short and long-term development strategy
		 the organisation's values and how this affects the vision
		how to create and maintain a positive working environment
		And provide evidence of:
		active management of PSG standards and gateways
		 acting as a mentor for a higher performer
		 developing others leading to improved performance
		successful delivery of development strategy
People Management	Champions equality and	To meet this requirement you need to be able to understand and explain:
(continued)	diversity, and promotes best	 the benefits and barriers to promoting diversity initiatives
	practice	 the need to take account of equal opportunities within all areas of people management
		And provide evidence of:
		acting as a role model for promoting diversity
		 leading on diversity initiatives
		 reducing of diversity initiatives reducing risk of discrimination through the application of departmental policy and legislation
	Able to manage change	To meet this requirement you need to be able to understand and explain:
	effectively identifying	
	resistance, building	 how to manage people effectively through the change process the individuel's (change gurge)
	engagement and	the individual's 'change curve'
	involvement, and rewarding	change management techniques and tools
	innovation	the principles of organisational design
		departmental policy and employment law to meet corporate and legislative requirements
		And provide evidence of:
		advocating for change and leading by example
		 successful management of significant change requiring people's engagement
		leading and facilitating focus groups
		implementation of an improved team structure
	Works in partnership with HR	To meet this requirement you need to be able to understand and explain:
	experts to achieve	 the role of HR Business Partner and how to work effectively together
	organisation's goals	 the relationship with Trade Union side and their agenda
		 how to use HR systems, processes and technology to improve delivery
		And provide evidence of:
		working in partnership with HR to resolve issues and find solutions

		 successful use of HR services acting within framework of HR policy and supporting changes to meet organisational needs
Programme and Project Management	Takes responsibility for the definition and successful delivery of programme benefits through cost effective measurement processes. Can oversee the development and delivery of a viable business case Anticipates, manages and monitors programme/project risks, including by using market knowledge and networks	 You need to provide evidence that you have: agreed the definition of a programme's benefits defined success criteria to assess performance ensured that cost effective measurement processes are in place overseen the development of a business case and challenged it where necessary, considering the impact of factors such as technology and market trends ensured that the business case remains viable throughout the programme or project You need to provide evidence that you have: ensured programme and project risks are identified, analysed, and evaluated developed and recommended options for reducing risk to a level of acceptability and ensured risk is controlled reported progress to the next level of project/programme governance
	Ensures effective communications with stakeholders	 You need to provide evidence that you have: analysed, evaluated, and prioritised stakeholders with reference to their contribution, influence and interest ensured effective stakeholder communications takes place and managed stakeholder expectations
	Ensures OGC Gateway reviews are commissioned and contributed to appropriately	 You need to provide evidence that you have: commissioned and/or contributed to the review of your programme or project
	Works in partnership with PPM experts to achieve organisation's goals	 You need to provide evidence that you have: approved an appropriate programme or project governance framework, including resourcing the right level of PPM expertise reviewed, challenged and approved key programme/project documentation ensured that PPM and commercial experts are consulted at an early stage, and their professional advice respected

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Communications and	Uses communications and	To meet this requirement you need to be able to understand and explain:
Marketing	marketing to put the citizen at	how to use research and insight to understand who the potential customers of your policy/service are
	the heart of policy	the relevance of your message to your audience
	development and operations	 how to engage your customers and stakeholders in a continuous two way dialogue
		And provide evidence of:
		mapping out all key stakeholders and ensuring end user perspectives and insights are built into all policy and
		operational processes
		using market research to shape and inform policy/service development
		sharing research across departments
		a two-way dialogue between you and your team and the citizen/customer
		direct and unmediated communication
		 productive working relationships with stakeholders and partners
		cooperation with colleagues to produce policies/services which meet customer needs
		evaluation findings being fed back into the beginning of the policy cycle to continuously improve delivery
	Understands and uses cross	To meet this requirement you need to be able to understand and explain:
	departmental customer	how to access segmentation information on groups relevant to your policy/service area, available from other
	segmentation, identifies	departments
	consumer/citizen needs and	how to segment by user need, perception and behaviour
	understands the range of	the needs of your audiences, both internal and external
	communications channels	which communications methods of delivery are most relevant to your business
		where you can best use your partners and stakeholders to engage your customers
		the resource requirements of communications activity
		the local and regional impact of your policy/delivery
		And provide evidence of:
		how you have used segmentation to devise products and influence policy and service development to address
		citizen/customer needs
		how you have used segmentation information about citizen/customer needs to shape policy and service
		delivery
		• your staff having opportunities to hone their understanding and awareness of segmentation, communications
		and marketing issues
		your awareness of the full range of communications channels
		securing appropriate resources for communications and marketing activity which provides VfM

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Communications and	Aligns policy and delivery with	To meet this requirement you need to be able to understand and explain:
Marketing	clear communications	how your business objectives and communications objectives link together and add value to each other
(continued)	objectives and measurement	 how and why sharing information at an early stage leads to better, more efficient working
	criteria	 how internal communications can be used to engage staff to help deliver the business
		And provide evidence of:
		 developing motivating, added value customer propositions and messages
		• communication being integrated at an early stage to help identify opportunities, handle risk and solve problems
		 collaborating with communications colleagues to produce integrated communications strategies
		 how you have aligned your policy/operational activity with the department's overarching corporate
		communication strategy
		 staff in your business area engaging with and understanding key communications and marketing objectives
		 ensuring your resources for communications and marketing activity includes funds for evaluation
	Lindorotondo the wider	
	Understands the wider ministerial and	To meet this requirement you need to be able to understand and explain:
		the impact of propriety issues relating to communications
	communications agenda	the ministerial context – needs and demands
	across the department and	the environment in which communications will take place
	government	the news value of your work
		 your role as spokesperson for your policy/service internally and externally, as appropriate
		And provide evidence of:
		 devising business objectives grounded in a realistic environment
		identifying and sharing information on the issues for those affected/possibly affected by your policy/service
		area
		 contributing your knowledge of external agendas and issues to communications strategies
		 identifying risks early on to decrease the need for reactive communications activity
		 having realistic expectations of media coverage
		 working in conjunction with communications colleagues to shape and convey key messages to build a story
		about your policy area/service
		 how you have facilitated joined up communication that tells a story involving several departments/initiatives

Communications and Marketing (continued)	Works in partnership with communications and marketing to achieve organisation's goals	 To meet this requirement you need to be able to understand and explain: the role of communications and marketing your role as an intelligent customer intelligent evaluation of the work of communications and marketing colleagues And provide evidence of: productive working relationships with communications and marketing colleagues so that you engage citizens/customers in a trusted, relevant and timely way your staff providing communications and marketing colleagues with information necessary to do their job your staff involve communications colleagues in the right issues at the right time
Strategic Thinking	Knows how to influence department's strategy and priorities	 To meet this requirement you need to be able to understand and explain: the process of strategy development within the department the department's strategic priorities and the underlying analysis and rationale And can provide evidence that you have: contributed to the department's strategy and priorities by identifying the trade-offs, tensions and conflicts that need to be managed
	Knows about and understands government priorities, wider policy, environment and institutional constraints, and how to translate these into overall strategic direction of the department and government as a whole into effective delivery of own work area	 To meet this requirement you need to be able to understand and explain: the Government's priorities, including how they have been reached the institutional constraints within which your department and others work how the overall strategic direction of your department and government informs and drives your work area And can provide evidence that you have: attended events (for example, networking) that would allow you to understand government priorities, and their related rationale made the link between your work area and the department's overall strategic direction
	Knows how to identify, understand and take account of key strategic drivers affecting the delivery system, including the potential impact of ICT	 To meet this requirement you need to be able to understand and explain: what the key strategic drivers affecting the delivery system are and how they affect the system the evidence that supports your analysis of the key strategic drivers And can provide evidence that you have: considered the wide range of potential drivers affecting the delivery system taken account of the key strategic drivers in the way the delivery system is designed (for example, by pointing to scoping documents, implementation plans etc)

Strategic Thinking (continued)	Knows and deploys a range of strategic analysis tools	 To meet this requirement you need to be able to understand and explain: the different features and purposes of a range of strategic analysis tools the circumstances in which each strategic analysis tool is most useful the advantages and drawbacks associated with the range of strategic analysis tools
		 And can provide evidence that you have: taken steps to better understand the range of strategic analysis tools available deployed appropriate tools on specific projects
	Work in partnership with internal and external strategy experts to achieve organisation's goals	 To meet this requirement you need to be able to understand and explain: who the relevant strategy experts are in your area, and what they contribute in the way of new knowledge to your work area And can provide evidence that you have: made links with all of the relevant internal and external strategy experts used the knowledge gleaned from the relevant internal and external strategy experts in your day-to-day work