

TOOL BOX

IDENTIFYING CORE COMPETENCIES

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Core competencies are those one or two distinctive advantages that a school has when competing in the marketplace (whether for students, faculty and staff, board leadership, funding or position in the community), overcoming threats and taking advantage of opportunities, and/or providing programs and services. Core competencies, not to be confused with core products/programs or services, can be calculated along five dimensions of superlatives.

A core competency is something that:

1. You are *excellent* at, and
2. have been excellent at for *some* time, and

3. can continue to be excellent at, that
4. constituents *value greatly*, and
5. others would find *very hard* to imitate.

Your analysis of constituent responses to the survey question “What three things does our school do best?” will help identify your core competencies. Plot the research results on the matrix below by constituency group and then assess against each of the five dimensions listed above. Where an educational product, program, service, institutional value or attribute hits all the criteria markers listed above, highlight it as a core competency.

Constituency	Top Three Things We Do Best		
	1	2	3
Board			
Faculty/Staff			
Parents			
Students			
Alumni			