

CWDP Competency Areas

BUSINESS AND ECONOMIC DEVELOPMENT INTELLIGENCE

- Fosters interagency relationships in local/state government.
- Maintains continuous awareness of the political climate, community planning, and existing business/industry base and how they impact initiatives.
- Speaks the language of business and the marketplace.
- Understands recruitment and retention of workers.
- Understands the role of workforce development in economic development.
- Understands that business and employers are key customers of the workforce development system.

CAREER DEVELOPMENT PRINCIPLES

- Administers and interprets a variety of assessment tools.
- Delivers and applies knowledge of modern job search strategies.
- Develops training plans that address employer needs and job-seeker capabilities.
- Displays empathy and caring.
- Identifies the kinds of information individuals need, including assessment, in order to make realistic career decisions, and where that information can be found.
- Knows what skills are needed to search for, obtain, retain, and change employment.
- Listens to customer concerns and protects customer confidentiality.
- Makes appropriate referrals.
- Provides customer with career exploration and job development skills.
- Understands modern recruitment and retention strategies.
- Understands the process by which individuals build skills, advance, and change employment.
- Understands the process by which individuals identify goals, as well as prepare for, search for, and retain employment.

COLLABORATION AND PROBLEM SOLVING

- Defines problems clearly and concisely.
- Engages customers, colleagues, agencies, and partner associates in a positive, professional manner.
- Is knowledgeable about the range of services in the community, and develops and maintains relationships with partners to deliver a comprehensive array of services to customers.
- Leverages resources from both internal and external customers.
- Possesses analytical and observation skills that coupled with knowledge and information can lead to effective problem solving assistance.
- Seeks additional resources when needed for problem resolution.
- Takes action required to prevent problem reoccurrence.
- Takes personal responsibility for solving problems.
- Understands the basic principles of teamwork and actively participates in team activities.
- Uses communication skills and teamwork to maximize opportunities.
- Values the development of professional networks.

CUSTOMER SERVICE METHODOLOGY

- Identifies customer needs and expectations to create positive customer satisfaction.
- Listens to customer concerns and solicits feedback.
- Places appropriate emphasis on “excellence” and “speed of response” in work performance.
- Positions workforce development programs as a primary community partner in the service area.
- Responds quickly to customer requests.
- Understands the essential elements of a helping relationship, including rapport, trust, and mutual respect.
- Understands who the principal customers of the workforce development system are and treats all with respect.
- Works with customers, colleagues, agencies, and partner associates in a positive, courteous, and professional manner.

DIVERSITY IN WORKFORCE DEVELOPMENT

- Adapts materials and services to address diverse needs of customers.

- Creates an environment that enables all individuals to contribute to their fullest potential.
- Demonstrates sensitivity to cultural and individual differences.
- Identifies and implements innovative methods for delivering services to diverse or special populations.
- Respects diverse populations and treats every customer of the workforce development system as the most valued customer.
- Understands the special employment needs of diverse groups.

LABOR MARKET INFORMATION AND INTELLIGENCE

- Accesses, analyzes, and uses local, state, and national labor market information delivery systems and databases.
- Identifies the kinds of information individuals need, including assessment, in order to make realistic career decisions, and where that information can be found.
- Provides updated labor market information to employers, job seekers, and staff to develop opportunities.
- Understands basic computer technology used in workforce development.
- Understands the types of labor market information available and the uses of such information.

PRINCIPLES OF COMMUNICATION

- Asks questions for clarification.
- Communicates with internal and external customers.
- Demonstrates strong teamwork skills.
- Demonstrates the skill, ability, and willingness to conduct employment-related workshops.
- Demonstrates strong listening skills.
- Speaks to single individuals or large groups in order to teach, inform, or persuade.
- Seeks input/feedback from employers and job seekers.
- Shares information in a timely manner.
- Understands the language used by business and employers.
- Values and demonstrates public relations skills and marketing skills.
- Writes case notes, memos, reports, and other correspondence using appropriate grammar, spelling, and punctuation.

PROGRAM IMPLEMENTATION PRINCIPLES & STRATEGIES

- Accepts suggestions for performance improvement from consultants and supervisors.
- Anticipates and prepares for organizational change.
- Applies principles of caseload management to successfully work with large numbers of people.
- Demonstrates innovation and creativity in implementing needs assessment, program design, operation, and problem solving.
- Develops, packages, and delivers customer solutions.
- Establishes and communicates a shared vision, values, strategic goals, priorities, parameters, and accountability standards for the organization.
- Fosters team environment internally and throughout the organization.
- Plays a variety of task and relationship roles.
- Understands how career programs are designed to use appropriate service strategies to meet program goals.
- Understands the importance of accountability and record maintenance.
- Uses indicators and established instruments to evaluate and document program performance and outcomes.

WORKFORCE DEVELOPMENT STRUCTURE, POLICIES AND PROGRAMS

- Demonstrates knowledge of federal, state, and local workforce development programs, funding guidelines, and workforce development codes.
- Interprets current laws and structure to deliver appropriate services, and understands how their own work impacts the system's goals.
- Relates public workforce development policy, initiatives, and funding sources with the current system.
- Understands how the personal role and responsibility of the workforce professional strengthens the larger workforce development system.
- Understands who the principal customers of the workforce development system are.