

## Professional Competency: Oral & Written Communication

Performance Benchmark	Performance Rating
Consistently chooses words that do not convey intentions	Does Not Demonstrate
Frequently chooses an inappropriate/ineffective communication channel	Does Not Demonstrate
Does not consider the intended audience when developing written and oral communications	Does Not Demonstrate
Designs and delivers presentations that are frequently incomplete and difficult to follow	Does Not Demonstrate
Does not respond effectively to questions during presentations or project reviews	Does Not Demonstrate
Seldom uses active listening techniques	Does Not Demonstrate
Consistently misrepresents the comments, observations, activities, and opinions of others	Does Not Demonstrate
Consistently writes material that is wordy, incomplete, and difficult to follow and understand	Does Not Demonstrate
Consistently provides inappropriate input and opinions or withholds useful input and opinions	Does Not Demonstrate
Occasionally speaks articulately but can sometimes choose words that are ambiguous	Developing
Sometimes chooses the most effective communication channel	Developing
Sometimes tailors written and oral communications to the intended audience	Developing
Sometimes designs and delivers presentations that are informative and easy to follow	Developing
Occasionally responds effectively to questions during presentations and project reviews	Developing
Sometimes uses active listening techniques	Developing
Provides accurate but occasionally incomplete summaries of the comments, observations, activities, and opinions of others	Developing
Sometimes writes material that is concise, complete, and easily followed and understood	Developing
Occasionally provides input and opinions when appropriate	Developing
Usually speaks articulately and always without ambiguity	Proficient
With few exceptions, chooses the most effective communication channel	Proficient
With few exceptions, tailors written and oral communications to the intended audience	Proficient
Typically designs and delivers presentations that are informative, easy to follow, and conveys intended message	Proficient

Usually anticipates and always responds effectively to questions during presentations and project reviews	Proficient
Almost always uses active listening techniques	Proficient
With few exceptions, provides accurate and complete summaries of the comments, observations, activities, and opinions of others	Proficient
Usually writes material that is concise, complete, and easily followed and understood	Proficient
Almost always provides input and opinions when appropriate	Proficient
Always speaks articulately and without ambiguity	Advanced
Always chooses the most effective communication channel	Advanced
Always tailors written and oral communications to the intended audience	Advanced
Always designs and delivers presentations that are informative, engaging, and persuasive	Advanced
Always anticipates and responds effectively to questions during presentations and project reviews	Advanced
Always uses active listening techniques	Advanced
Always provides accurate, complete, and concise summaries of the comments, observations, activities, and opinions of others	Advanced
Always writes material that is concise, complete, and easily followed and understood	Advanced
Always provides input and opinions when appropriate even under difficult circumstances	Advanced
<p>The Expert category is strictly reserved for the TOP/LEADING performers who clearly surpass the Advanced category by:</p> <ol style="list-style-type: none"> <li>1. Exhibiting the behaviors listed in the Advanced category and</li> <li>2. Using Oral and Written Communication in achieving a consistently demonstrated and extraordinary impact on results that: <ol style="list-style-type: none"> <li>a) Yield a real utility/dollar value impact on the bottom line; or</li> <li>b) Have a significant impact on applicable category or PEOPLE or SERVICE or</li> <li>c) Meet a strategic University objective.</li> </ol> </li> </ol>	Expert