

Role Clarity Example

Put in last updated date here and person's name here

1. Ultimate purpose of our business

This is where you overview the purpose beyond profit of your business. Below are three examples from my clients:

Eureka Concrete

To serve the people of Western District when dealing with concrete and concrete matters/issues. We meet their desires, expectations and solve any issues concerning concrete.

AVIS Western Victoria

We buy we rent we sell our vehicles. We are in the car and truck hire business operating under the Avis and Budget brands and were in business with a long term outlook. We are a service business that solves people's car and truck transport challenges and we also sell our ex rental fleet. Our ultimate purpose is to operate so that the business can meet all challenges and grow and prosper for all stakeholders.

Tucker Creative

We create brands & communication that are the emotional & cultural image of a company, product, or market need.

We are dedicated to ensuring our clients love the experience of working with us and the value we bring, through our relationship with and service to them, to their brand or company.

2. Purpose of role/s

This is where you overview your individual role. Below are three examples:

- 1) Build and mentor a sales team with a prospecting culture.
- 2) My purpose as MD is to keep the ship on course. My main purpose is to recruit, create the environment where people motivate themselves within the organization to help grow the business, make it profitable and solid over the long term.
- 3) Fulfill business purpose by assisting management and studio with a variety of design and administrative tasks as well as direct liaisons with clients.

3. Key accountabilities & responsibilities

Below are some examples:

1. Leading by example.
2. Maintaining shared-view with staff in the seven areas.
3. Understanding client's needs and requirements and providing an exceptional experience for clients (from the first time we meet and forever afterwards)

4. Key performance indicators (lead measures)

Below are some examples:

1. Live the agreed behaviours of values prospecting and ethics.
2. Invest wisely in my time ensuring family, staff, and clients are receiving what they want and need.

Format © Ian Berry. All rights reserved worldwide.

www.ianberry.biz ian@ianberry.biz +61 (0) 418 807 898

3. Mastery of the 8 zones of being a remarkable communicator.

5. Key Relationships of the role and the value that must be delivered to each person. Sometimes the heading here is: Key outcomes of role (lag measures)

Some people use both the above headings and number them separately.

Some people express the outcomes of their role in terms of value delivered like below

List of names of people serving with lists of value that must, should and can be delivered alongside each person.

Others express outcomes like below

1. Staff are highly self-motivated and achieving/exceeding their goals.
2. Prospecting culture is engrained in the business.
3. Selling 3 properties per month.

6. Key talents (gifts) required and that need to be enhanced to excel in this role and prepare for future roles

Below are some examples:

Self-awareness.

Awareness of others.

Doing what I promise to do.

Leading and mentoring.

Communication with staff, buyers and vendors.

Time management.

Clean, reliable data.

Initiative.

Effective prospecting.

7. Learning, development and career path opportunities

Below are some examples:

1. Getting effective at the 8 communication/conversation zones.
2. Consistently review and incorporate use of key documents in daily work i.e. role clarity and PPPs.

8. How you will be appreciated and helped to be accountable by others

Below are some examples:

1. Weekly check-in with performance partners.
2. Formal review and update of PPP every 90 days.
3. Asking questions and communicating clearly.