

# Director

A person from a group of managers who leads or supervises a particular area of a company, program, or project.

Track	Competency	Job Task
Business Case for Incentive Travel	<b>Strategic Planning</b>	<ul style="list-style-type: none"> <li>Identify stakeholders and determine stakeholder's needs</li> <li>Explain the relationship between incentives and motivation</li> <li>Develop strategic plan for the incentive program</li> </ul>
	<b>Incentive Program Design</b>	<ul style="list-style-type: none"> <li>Define goals, objectives and metrics for the incentive program with key stakeholders</li> <li>Develop and align program goals and objectives for the incentive program</li> </ul>
	<b>Stakeholder Management</b>	<ul style="list-style-type: none"> <li>Identify key customers, prospects, partners, etc.</li> <li>Identify and prioritize needs</li> <li>Develop engagement strategies and tactics</li> </ul>
	<b>Human Resources</b>	<ul style="list-style-type: none"> <li>Maintain HR policies, procedures and records</li> <li>Manage workforce relationships</li> <li>Identify and implement succession plan</li> </ul>

Selling to the Incentive Travel Market	<b>Sales</b>	<ul style="list-style-type: none"> <li>Develop and execute sales strategy</li> <li>Manage customer relationships</li> <li>Evaluate sales efforts</li> </ul>
	<b>Professionalism</b>	<ul style="list-style-type: none"> <li>Exhibit professional behavior (i.e., competence, collaboration, integrity, ethics, etc.)</li> <li>Exhibit professional interpersonal communication</li> <li>Adhere to company policies and procedures</li> </ul>

Managing Incentive Travel Programs	<b>Financial Management</b>	<ul style="list-style-type: none"> <li>Prepare budgets, business activity reports, and forecasts</li> <li>Monitor budgets and financial resources (cash flow, etc.)</li> <li>Assist with financial decisions</li> </ul>
	<b>Communication</b>	<ul style="list-style-type: none"> <li>Develop communication plan</li> <li>Utilize variety of communication styles, strategies, and tactics</li> <li>Recognize and use effective cultural differences in communication</li> </ul>
	<b>Risk Management</b>	<ul style="list-style-type: none"> <li>Develop response to risk (i.e., risk management plan)</li> <li>Develop contingency plan to minimize risk</li> </ul>
	<b>Crisis Management</b>	<ul style="list-style-type: none"> <li>Develop crisis communication plan for key stakeholders including media</li> <li>Review crisis management plan or conduct training prior to the event</li> </ul>
	<b>Project Management</b>	<ul style="list-style-type: none"> <li>Plan for the incentive program</li> <li>Monitor incentive program timeline and budget</li> <li>Monitor team performance</li> </ul>
	<b>Site Management</b>	<ul style="list-style-type: none"> <li>Select site destination and venue(s)</li> <li>Design event experience</li> <li>Manage risk and contingency planning</li> </ul>

A competency is the capability to apply or use a set of related knowledge, skills, and abilities required to successfully perform critical work functions in a defined work setting. These competencies represent the core role and responsibilities of a Director aligned with SITE's three training tracks. Having a strong knowledge of each of these competencies will assist incentive professionals in career development and help employers recognize the benchmarks used to measure the competency level of their employees or potential talent.