
Organizational Competency Areas Expressed as Subcompetencies by “Customer” Setting

The competencies are demonstrated differently in various “customer” settings. How visionary leadership is demonstrated with individuals and clients will be different than with the agency and community stakeholders. And yet, with each type of customer, each competency is critical to the delivery of the essential public health services.

Each setting is defined in terms of the individuals or groups who are the recipients of information, goods, or services. This handbook specifies the subcompetencies related to a customer setting with an individual/client, organization colleagues or groups, and community stakeholders.

- **Individual Service Recipient/Client as “Customer”** (e.g., a mother and infant in a well-baby clinic; a teenager in a sexually transmitted disease treatment center; a tuberculosis patient in a directly observed therapy program)
- **Organization as “Customer”** (e.g., computer users are the customers of the management information system department; all employees are the customers of administrative services like payroll/human resources; departments and programs are customers for purchasing)
- **Community as “Customer”** (e.g., health education programs in schools; health-wellness promotion or injury prevention in organizations; life-stage health promotion such as child safety, senior screening, adult immunization)



How do you typically define the audiences or constituencies to which your organization responds?

Can you name the individual, organizational, and community customers of your unit?