

## A Continuum of Intensity

Organizations may find it useful to determine how intense they wish to be in regard to integrating organizational competencies into the fabric of their culture. One way to think about this level of intensity is to consider a continuum that spans from a basic to a modest to a fully committed effort. For our purposes, we have provided an example of how this continuum might look below.

BASIC	MODEST (Basic +)	FULLY COMMITTED (Modest +)
<b>Senior Management Commitment:</b> Letter in employee newsletter appears	<b>Senior Management Commitment:</b> Opens training program with kick-off speech	<b>Senior Management Commitment:</b> Ongoing, full-blown communications program
<b>Training Commitment:</b> Competency Orientation Program	<b>Training Commitment:</b> 6-session Organizational Competency Training program	<b>Training Commitment:</b> Competency training program also available on video and with advanced subjects
<b>On-the-Job Training (OJT) Commitment:</b> None	<b>OJT Commitment:</b> During training urged to seek out OJT opportunities for selves and direct reports	<b>OJT Commitment:</b> Incorporated into performance appraisal system
<b>Awareness/Recognition Program Commitment:</b> Posters and mugs distributed	<b>Awareness/Recognition Program Commitment:</b> Ongoing orchestrated posters, newsletter articles, contests, etc.	<b>Awareness/Recognition Program Commitment:</b> Full-blown marketing approach



What might be appropriate for your organization?

Can you think of other possibilities that might be consistent with your organization's experience and culture?