



BRIEF

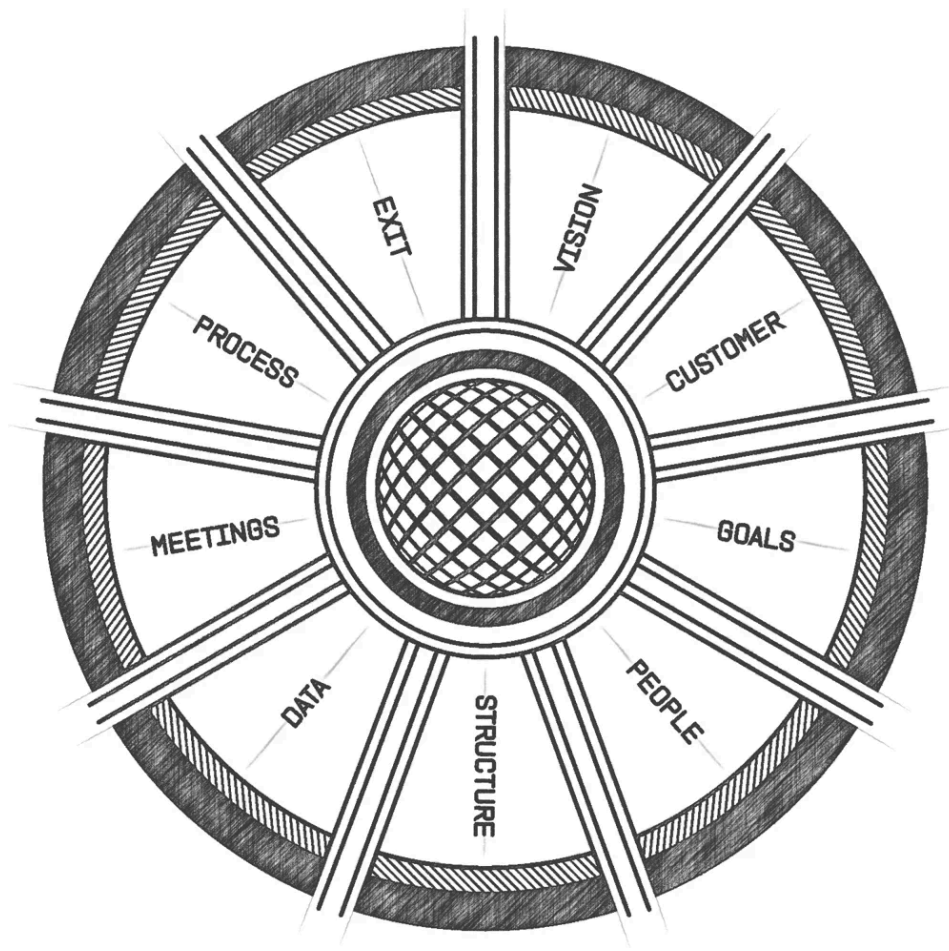
9 Core Competencies

By [Tommy Mains](#)

Introduction

The 9 Core Competencies are the essential areas a business must master to become a great company: Vision, Customer, Goals, People, Structure, Data, Meetings, Process, and Exit. These time-tested competencies have helped thousands of organizations focus, align, and thrive.

We evaluate these competencies to guide our decision-making and achieve our greatest goals. If you're new to Ninety, take our [Baseline Assessment](#) to check your team's or organization's proficiency in each of the 9 Core Competencies.



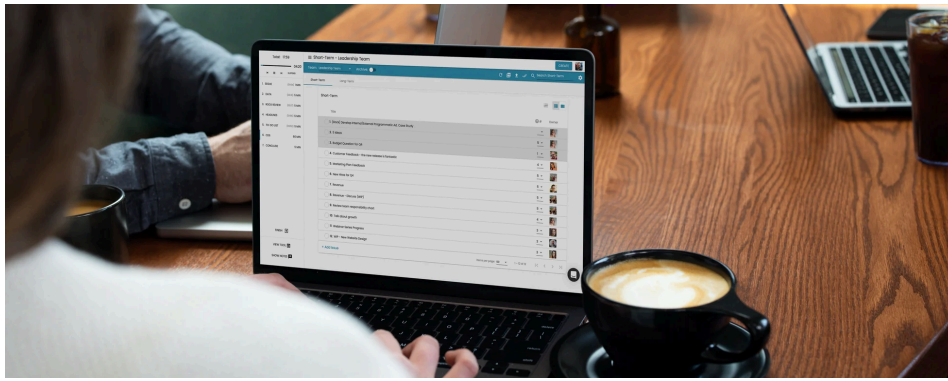
Mastering these competencies takes time. Our goal is to simplify this process and offer the insights we've gained from decades of company building and coaching. Our experience has shown us that increasing proficiency with the 9 Core Competencies enhances our ability to create a focused, aligned, and thriving organization.

Context

Here's a brief overview of each of the 9 Core Competencies:

1. The **Vision Competency** includes the many facets of an organization's definition of itself and the expression of its highest aims. A compelling vision defines the company's identity, purpose, and direction – its who, why, what, and where. Learn more in our [Vision Brief](#).
2. The **Customer Competency** reflects a company's ability to identify and market to its Ideal Customers and serve them consistently at the highest level. An organization's [Compelling Value Proposition](#) must resonate deeply with its Ideal Customers. Learn more in our [Ideal Customers Brief](#).

3. The **Goals Competency** looks at an organization's ability to establish, track, and achieve its compelling set of long-term (10-year), medium-term (2- to 5-year), and short-term (1-year, 90-day) objectives. Learn more about setting long-term goals in our [Compelling and Audacious Goals Brief](#).
4. The **Structure Competency** measures how well you identify the Core Functions of your organization; create an [Org Chart](#) that clarifies roles, accountabilities, and responsibilities; and place [the right people in the right seats](#). Learn more in our [On Organizational Structure Guide](#).
5. The **People Competency** reflects the quality and coherence of a company's organizational values, norms, and culture. One of the top priorities for strengthening this competency is [trust](#). High-trust relationships align individuals and teams, allowing organizations to thrive. Learn more in our [Core Values Brief](#) and [Culture Brief](#).
6. The **Data Competency** measures how well a company collects, analyzes, and leverages quality information to accomplish its organizational objectives. Companies that use data to analyze past decisions, inform current priorities, and predict future performance have made data their superpower. Learn more in our [Data Brief](#) and [On Data Guide](#).
7. The **Meetings Competency** measures a defining feature of any organization: its meetings. The right meeting cadence and agenda make the best use of a team's time – enhancing team health, creating accountability, turning expectations into agreements, and resolving pressing Issues. Learn more in our [Weekly Team Meetings Brief](#) and [Guide](#).
8. The **Process Competency** measures an organization's ability to identify, document, and follow processes that define how we do business. Processes have the power to bring alignment to Seats, teams, and entire organizations. Learn more in our [Process Brief](#).
9. The **Exit Competency** measures how well an organization is preparing for a future sale or leadership transition. For founders, purposeful exit planning aligns growth with value acceleration activities, driving up company valuation and maximizing returns for owners. This ensures a smoother transition and great outcomes for all Ideal Stakeholders. Learn more in our [Exit Brief](#).



Core Disciplines of the 9 Core Competencies

1. **Assess your team, department, or company quarterly.** After joining Ninety and establishing your baseline proficiencies, take our [Org Fitness Review](#) as part of your Quarterly and Annual Planning Meeting cadence.
2. **Work toward mastery.** The Mastery tool is the in-app connection to the [90u Library](#) and all its company-building resources. Every 90 days or so, measure your competencies as you engage, learn, and grasp them.
3. **Competency leads to growth.** A business progresses through the [Stages of Development](#) by mastering the 9 Core Competencies. These are the time-tested fundamentals associated with building and operating a great company.

Hopefully Helpful Hints

The 9 Core Competencies are linked together. Your vision encapsulates your goals just as your people thrive due to your structure and meetings practices. Data can drive your exit strategy, and your processes can help retain Ideal Customers. While focusing on all 9 Core Competencies may be too big of a challenge for one

quarter, bolstering your mastery in one competency will help with the others in the long run.

These business areas go beyond the Senior Leadership Team. At Ninety, we believe that all our team members benefit if they:

- Share in our Compelling and Audacious Goal(s)
- Believe in our Compelling Why
- Embody our Core Values
- Own goals that benefit the whole organization
- Are Ideal Team Members (right person, right seat)
- Contribute to a positive culture

Takeaway

The **9 Core Competencies** are the essential skills and disciplines an organization must master to progress through the Stages of Development. Each Core Competency is time-tested, essential, and effective in guiding a business toward becoming a great company.

What's next? Visit the [90u Library](#) or [try Ninety today](#).

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