

**hoot  
company**

HOSPITALITY &  
BRAND COLLECTIVE

# SFEA

**Skills Framework for the  
Experience Age**

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# Use of SFEA

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## Performance Management

The framework provides us with standardized behaviours and skills we seek in our team members. Managers at all locations will reference SFEA when completing performance management cycles. Our locations are still able to customize how their performance cycle looks with it's scheduling, direction (upward, downward, peer, self, 360, etc.), and the delegation of the one-on-ones to the supervisory team.

In addition to SFEA scoring, individual performance evaluations are based on qualitative and quantitative (K.P.I.'s) feedback given from our managers. Brand Directors may also work with Managers to include any other department-specific feedback areas.

In this way all employees receive comprehensive feedback and can visualize areas for personal development creating a feedback-culture in our teams.

## Role Clarity

By identifying 7-levels of authority and assigning each role competency minimums, we can better understand what is expected of us and how we can develop ourselves. In using this framework, we can create better job descriptions, training, career-pathing, and performance criteria surrounding an employee's major responsibilities.

## Skills Gap Analysis

Ever think that your team is missing someone or missing training to help it succeed? After a performance cycle our managers can identify skills gaps in not only individuals, but in teams, departments, or in the company as a whole. We can then look at these "missing areas" and either hire-for-it, train-for-it, restructure-for-it, or promote-for-it.

## Promotion Criteria

It is difficult at times to promote effectively when it is based on necessity or lack of options. By having standardized competency expectations for each role, our potential leaders can better understand what they need to get promoted. Eventually, our 'skills gap analysis' will inform what 'learning paths' we need to create to allow our team members to be promoted effectively. In this way our newly promoted team members will be better situated to perform in a way the business and our guests need them to.

## **Organizational Structure**

Allocation of responsibility will help us create an organizational structure that facilitates decision-making. SFEA helps us identify at what level our managers become responsible for certain outcomes.

## **Salary Ranges**

With added responsibility and performance successes comes fair compensation. SFEA, when used for evaluations and role-mapping, will aid in the wage-adjustment process when we have fair salary ranges created for each role.

# The 5 Attributes of SFEA

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## **1 Autonomy**

demonstrating increasing level of autonomy - the level of ownership and accountability for results in the workplace

## **2 Influence**

demonstrating increasing level of influence - the level of positive impact with colleagues, guests, clients, suppliers, partners, managers, leaders and industry as a whole

## **3 Ability**

demonstrating the potential to perform work of increasing complexity - the scale and impact of the tasks and processes required in the workplace

## **4 Business Skill**

demonstrating increasing business skills and positive behaviours - operating effectively with the required impact in the workplace

## **5 Knowledge**

demonstrating increased responsibility for developing and applying knowledge to achieve individual, team and organization objectives in the workplace

# The Framework

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At its core, SFEA is a common language to describe levels of responsibility across all our disciplines and roles. The SFEA Framework consists of seven levels of responsibility from Level 1 (entry-level), to Level 7, the highest organizational officer. Ultimately, every position belongs to one level. However, some role requirements will require a higher or lower level of each competency.

*See Appendix A for the SFEA Rubric.*

# The Competencies

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Each competency (as part of the attribute) identifies desired traits that make up our team's behavioural and functional skill set. The definitions of these competency levels describe the behaviours, knowledge and characteristics that an individual should have in order to be considered competent at that level.

*Competencies are expanded within the SFEA Rubric. See Appendix A.*

**Resource Management**

Efficiency

Planning

Execution

Impact

Decision Making

Delegation

Collaboration

Problem Solving

Complexity

Creativity

Communication

Leadership

Service Skills

Culinary Skills

Learning & Professional Development

Mentorship

Appendix A

# SFEA Rubric

	Competency	1-Follow	2-Apply	3-Lead	4-Enable	5-Ensure & Advise	6-Initiate & Influence	7-Inspire & Strategize
<b>Resource Management</b> Using company resources (i.e., time, money, equipment, products, etc.) efficiently, with limited waste, to attain desired outcomes	<p>Is given sufficient resources for the role and uses them</p> <p>Completes the task with limited risk associated and low authority over how to use the given resources</p> <p>Ensures enough resources are available/ requested according to business levels</p> <p>Limits the team's usage of resources and increases the efficiency of work</p> <p>Coaches others in use of resources appropriately</p> <p>Can request more resources to assign for a desired guest/ business benefit</p> <p>Maintains consistent usage of budgeted resources</p>	<p>Responsibly leads small teams/projects/training that require a larger usage of money, time, and cost</p> <p>Supports ways to reduce the cost of operations</p> <p>Supports the creation of team processes that impact resource management</p> <p>Supports the creation of company/location processes that impact resource management</p>	<p>Takes budgeted resources and assigns them according to department goals and forecasting</p> <p>Supports ways to reduce the cost of operations</p> <p>Supports the creation of team processes that impact resource management</p> <p>Supports the creation of company/location processes that impact resource management</p>	<p>Effectively uses company resources which pertain to role specialty</p> <p>Provides or creates the tools for team members to use and coach on how to use</p> <p>Can source and use new resources under limited direction</p> <p>Strategizes ways to reduce the cost of operations and advises on usage</p> <p>Supports the creation of company/location processes that impact resource management</p>	<p>Can source external resources for the needs of strategy and overall financial success</p> <p>Directs and implements company processes to improve resource management</p> <p>Explains how to develop and implement plans for managing resources in order to facilitate change</p>	<p>Can allocate and connect resources to company strategy across all departments</p> <p>Communicates when resource management is not in alignment</p>	<p>Has complete discretion over all company resources with the ability to outsource and delegate new resources as needed</p>	
<b>Efficiency</b> The ability to get the most output from the least input when performing responsibilities	<p>Completes most to all tasks according to specification</p> <p>Begins to build effective work routines</p> <p>The ability to apply metrics and evidence to prepare for a period of time by scheduling, launching projects, limiting waste or preparing own work for business levels</p>	<p>Can work through more complex issues using a wider skill set that accomplishes the desired result in benefit to the guest/company</p> <p>Uses and enforces established practices in routine work</p> <p>Coaches others in best practices already instituted</p> <p>Seeks ways to support immediate team</p> <p>Has a sense of urgency</p>	<p>Completes tasks showing the beginning signs of mastery and efficiency</p> <p>Consistent in carrying out routine work in a reasonable timeframe</p> <p>Models task completion using best practice</p>	<p>Uses foresight to predict and prevent issues that stunt performance</p> <p>Can create and enforce new practices or routines for efficiency</p> <p>Assists in evaluating, reviewing, and creating development plans surrounding individual/ team performance utilizing informal and formal feedback</p>	<p>Works with limited direction and self-starts solutions</p> <p>Reviews input/output regularly to assess if process changes are needed</p> <p>Evaluates, reviews, and creates development plans surrounding individual/team performance utilizing informal and formal feedback</p> <p>Monitors efficiency levels and advises or rewards accordingly</p>	<p>Measures performance against assigned responsibilities in self and of all departments</p> <p>Creates opportunities and the environment for company team members to produce results</p> <p>Holds those associated in projects accountable to role efficiency</p> <p>Identifies highly complex inefficiencies and initiates solutions</p>	<p>Inspires self-efficacy throughout the organization</p> <p>Oversees the appropriate allocation of senior roles that produce results</p> <p>Adjusts projects, goals, or employee placement to better suit the goal achievement</p> <p>Assess and address issues in organizational structure and culture</p>	
<b>Planning</b> The ability to apply metrics and evidence to prepare for a period of time by scheduling, launching projects, limiting waste or preparing own work for business levels	<p>Prepares for own shift most of the time</p>	<p>Plans and monitors own work (and others where applicable) competently within any period</p> <p>Uses the available tools to predict incoming business levels and plans resources to match those needs</p>	<p>Plans, schedules and monitors work to meet given objectives and processes to time and quality targets</p> <p>Uses data on a regular basis to predict incoming business levels and make informed plans on a period-to-period basis</p> <p>Involves others in planning</p>	<p>Analyses, designs, plans, executes and evaluates work to time cost and quality targets</p> <p>Advises key planning milestones and assigns responsibility when the work calls for it</p> <p>Uses and shares data on a regular basis to make informed plans on a quarterly basis</p> <p>Anticipate potential issues before they arise and make adjustments accordingly</p>	<p>Establishes project objectives and assigns responsibilities</p> <p>Assists with policy formulation and implementation</p> <p>Effectively plans project timelines and communicates progress appropriately</p> <p>Create plans that are comprehensive and agile, taking into account potential risks and opportunities</p>	<p>Prepares the company for success quarterly, yearly and for the future</p> <p>Sets focus according to trends as well as forecasting the ones to follow</p>		
<b>Execution</b> Measures how well an employee can complete tasks, outcomes, projects or strategies by means of personal motivation and time management	<p>Meets most outcomes of job description with routine activities</p>	<p>Performs a range of work activities, at times assisting with the routine activities of others when needed</p>	<p>Work includes a broad range of complex technical or professional activities, in a variety of contexts</p> <p>Provides the tools necessary for their team to execute their duties</p>	<p>Performs a range of work, sometimes complex and non-routine, in a variety of environments</p> <p>Capable of performing tasks efficiently and consistently</p> <p>Coaches other team members in task execution</p>	<p>Performs an extensive range and variety of complex technical and/or professional work activities</p> <p>Undertakes work which requires the application of fundamental principles in a wide and often unpredictable range of contexts</p> <p>Effectively evaluates job performance of direct reports through formal and informal feedback</p>	<p>Performs extensive strategic leadership in delivering business value through vision, governance and executive management</p>		

	Competency	1-Follow	2-Apply	3-Lead	4-Enable	5-Ensure & Advise	6-Initiate & Influence	7-Inspire & Strategize
<b>Impact</b> Impact measures how influential your contributions are on the business' success	Moderate impact on operations Is exploring ways to be impactful through training	Routinely makes a positive impact to immediate colleagues and/or guests Is productive in own role	Vocalizes areas to improve productivity to others when appropriate Considers impact of own decision making before following through Ensures consistency in team outcomes	Influences guests, team members, suppliers, and partners at a location level Uses knowledge, skills, and abilities to build a more impactful team	Influences entire locations, departments, and teams to move toward business goals Responsible for the development of impactful teams	Influences policy and strategy formation Makes systems that allow various teams to be impacted	Influences policy and strategy formation Identifies team/department skills gap that affect positive business impact Initiates change towards company goals	Inspires the company and influences developments within the industry at the highest level
<b>Decision Making</b> Using measurable evidence to choose the best course of action to positively affect people, profit, place and procedures in our company	Relies on standardized procedures for all given tasks Is expected to seek guidance or further training in unexpected situations	Relies on standardized procedures for most given tasks with limited discretion Begins to explore empowerment in own decision making that focuses on the best interests of the company	Uses discretion in identifying and effectively responding to day-to-day operational issues related to own role Determines when issues should be escalated to a higher level Seeks context to situations before making decisions in the best interest of the company	Makes decisions which influence the success of teams/departments within a location Escalates when issues fall outside their framework of accountability Understands how decisions affect higher level outcomes Show empowered decision making when situation outcome relates to own role and KPIs Analyzes situation to assess what information is needed before committing to a decision Identify patterns and trends in the data and use this information to inform their decisions	Make decisions which impact the success of projects, and support business strategy Can advise others of what the "best interest of the business" means in relation to an issue Is expected to seek guidance or consultation on more difficult situations Show empowered decision making when situation outcome relates to own role and KPIs Analyzes situation to assess what information is needed before committing to a decision Identify patterns and trends in the data and use this information to inform their decisions	Makes decisions critical to organizational success Models best practices in decision making setting a empowered, yet responsible, work culture	Makes decisions which impact the achievement of company objectives and financial performance Empowers others to decide the best course of action based on advice, evidence, and business goals (intervenes when necessary) Collaborates with pertinent co-director's specialty to evaluate options before large decisions are made Evaluates potential risks on company-wide decisions and quickly and effectively navigates to the best outcome	Makes decisions which impact the achievement of company objectives and financial performance Empowers others to decide the best course of action based on advice, evidence, and business goals (intervenes when necessary) Collaborates with pertinent co-director's specialty to evaluate options before large decisions are made Evaluates potential risks on company-wide decisions and quickly and effectively navigates to the best outcome
<b>Delegation</b> Assigning and entrusting work to another capable person to build efficiency through timeframe or by potential for higher quality work	Asks for assistance when needed to complete own tasks	May request the assistance of others to accomplish individual/team oriented goals on shift	Prioritizes routine work in day-to-day operations	Oversees others and makes operational decisions which impact routine work assigned to individuals Allocates division of responsibility during shift to promote a higher level of performance or outcome	Has a large level of responsibility for the work of others and allocates resource assignments Actively adjusts the division of labour/tasks according to business levels	Has significant influence over the management of resources appropriate to given assignments Responsible for effective training to allow for reasonable delegation of responsibilities Uses delegation as a tool for learning and team growth	Has a large influence over the allocation of responsibilities and talent that support company strategy Builds appropriate and effective business relationships across the company and with guests, suppliers, and partners	Uses a commanding influence over systems and people resources across all departments for effective delegation that reflect company objectives
<b>Collaboration</b> When team members work together to achieve a common goal, higher function, or business benefit	May effectively work alone or interact with immediate colleagues in a productive way Seeks the advice from others often	Aware of the need to collaborate with the team and represent the needs of the guest and business Seeks advice regularly to facilitate the best result Engages in team goals	Assists with issue resolution with guests, suppliers, and partners Understands and collaborates on the analysis of guest needs and represents this in their work Contributes fully to the work of teams by appreciating how one's own role relates to other roles Does not hesitate to assist others in the successful completion of tasks/outcomes	Engages with and contributes to the work of cross-functional teams to ensure that guest/business needs are being met throughout the deliverable/scope of work Facilitates collaboration between teams who share common objectives Encourages participation in team goals Participates in attaining outcomes that require collaboration between leadership to ensure consistency	Leads on group collaboration throughout all stages of work Ensures guest/business needs are being met with project work stages Builds appropriate and effective business relationships across the company and with guests, suppliers, and partners	Initiates influential relationships with location managers, guests, suppliers, and partners at the senior management level, including industry leaders Participates in, and at times, drives collaboration as part of project management	Develops long-term strategic relationships with partners, industry leaders, and government Facilitates collaboration with leadership stakeholders ensuring alignment to corporate vision and strategy	Identify when co-director collaboration would improve project outcomes Encourages participation in company goals

	Competency	1-Follow	2-Apply	3-Lead	4-Enable	5-Ensure & Advise	6-Initiate & Influence	7
<b>Problem Solving</b> Thinking of new ideas or better ways of doing things to solve an issue, improve performance, improve guest experiences or save the company time and money	Requires assistance in resolving unexpected problems	May contribute to routine issue resolution	Applies a methodical approach to routine and moderately complex issue definition and resolution	Defines and resolves complex location-based issues	Investigates, defines and approves action plans for complex issues across the entire company	Seeks internal or external advice when solving complex issues	Uncovers complex problems that may not be seen by company and directs key stakeholders to strategize action plans	
<b>Complexity</b> How the employee handles the number of tasks and responsibilities in their role and the difficulty within each	Meets most requirements of job complexity	Familiar with what is required and actively attempts to meet all standards through skill development	Fully grasps job requirements and begins to show signs of improving outcomes Professionally handles workload and is aware of personal limitations	Utilizes KPI's to approach role requirements Begins to find their specialism Can create routines and processes in the workplace that assist with complex tasks Professionally handles workload and is aware of personal limitations	Chooses best approach to problems that reduce negative effects to business and team Uses problem solving techniques, such as brainstorming and creative thinking to identify new solutions and approaches Monitors and evaluates the implementation of the solution using appropriate metrics and adjusting as needed	Seeks internal or external advice when solving complex issues	Has a deep understanding of the industry and the implications of emerging technologies, trends, and industry standards for the wider business environment Ensures complexity of company roles are reasonable and attainable	
<b>Creativity</b> Coming up with unique solutions to business challenges	Receives instruction and applies to tasks	Can find inefficiencies in own work When needed, applies creative thinking to standard tasks	Applies and contributes to creative thinking or finds new ways to complete tasks Proposes various perspectives to issue resolution Involves themself in the innovation of product and/or process	Applies, facilitates and develops creative thinking concepts or finds innovative ways to approach a deliverable Can influence deliverables through independent creative thought Seeks way to differentiate brand products/processes with an awareness of applicable competitors	Creatively applies innovative thinking and designs processes in identifying solutions that will deliver value for the benefit of the guest, profit, and team Enables others to competently assess problems and create solutions beneficial to the business	Champions creativity and innovation in driving strategy development to enable business opportunities		
<b>Communication</b>	Either in written, oral, or through body language, all communication is honest, clear and inspiring. This also reflects the ability to actively listen and be receptive	Has sufficient oral and written communication skills (and when needed) for effective engagement with immediate colleagues and possibly guests	Has sufficient oral and written communication skills for professional communication with colleagues, reports, and guests suggesting a higher social intelligence Communicates professionally	Demonstrates effective and professional oral and written communication skills when engaging on issues with colleagues, guests, partners, and suppliers with an ability to present information Uses adaptive communication styles for the situation In all cases, displays traits of emotional intelligence	Communicates professionally verbally, non-verbally, and in writing, and can present complex information to audiences when engaged with colleagues, guests, partners, suppliers, and community members Shows evidence of impactful communication styles that motivates teams and enables individuals	Articulates complex ideas to broad audiences Communicates authoritatively at all levels across the company Interprets and vocalizes business objectives Identifies and implements appropriate channels of communication that are impactful and effective across the company Models professional communication that fosters a feedback culture within the company	Draws connections from the company vision to strategy through inspiring communication Creates and vocalizes business objectives	
<b>Leadership</b> Measures the ability to coach, team-manage, supervise and ultimately motivate a team to achieve collaborative results	Is positive and proactive	Can set an example in behavior and task-completion for others	Supports the consistent compliance of implemented policies and provides feedback on effectiveness Champions own role and actively supports others in the workplace Coaches, trains, and supports others on task completion	Executes location-specific policies aligned to brand standards and location operations Makes active efforts to build individual engagement in direct reports Provides an example of professional leadership to others at all times Coaches, trains, and supports others on job performance	Implements and executes specialized policies aligned to strategic plans and own specialization Capable of leading a team of leaders effectively Uses ongoing and periodic methods to coach and grow teams Clearly communicates group/individual goal progress Role models inter-personal issue management	Effectively implements and executes company-wide policies/projects in the best interest of the business Puts to action company strategy through effective delegation, mentorship Embody's a leadership style of a coach Listens to and works with employees and leaders in the company to assist in the growth of each team	Applies the highest level of leadership to the formulation and implementation of the strategy Ensures leadership styles in the company are inline to business strategy and culture	

**BUSINESS SKILL**

	Competency	1-Follow	2-Apply	3-Lead	4-Enable	5-Ensure & Advise	6-Initiate & Influence	7
<b>Service Skill (FOH only)</b> Covers a variety of soft and hard skills that directly benefit our guest's experience as well as evaluates hospitality aptitude	Can deliver industry-standard levels of service with limited evidence of hospitality Elicits an average or slightly above-average positive emotion with guests	Capable of efficient levels of service techniques Genuine enthusiasm influences the perception of quality, value and cost to guests Moves through tasks with a sense of urgency	Capable of highly-efficient levels of service Monitors for consistent service standards while on shift Enthusiastic regard for guests suggests a high hospitality aptitude Role models best practices Handles minor service recovery effectively, escalates when required Moves through tasks with a sense of urgency, assisting others when able	Capable of all levels of service required for any guest situation Maintains consistent service standards in their environment Handles most service recovery required Creates and role-models best practices Creates an environment that prioritizes service efficiency while maintaining a high level of guest connection	Overseas service recovery and applies preventative strategies to restaurant operations, handles severe instances effectively Identifies gaps in standards of service and initiates training to correct Creates and role-models best practices	Inspires others to be guest-centered in respect to the parameters of business Sets and monitors the standard of service according to brand Creates systems in attempt to increase frequency of exceeding guest expectations in regards to service and hospitality	Champions service and hospitality in a way that sets most guest experiences and interactions apart from the industry standards Uses skills to aid in setting new standards of guest care Identifies and rectifies gaps in the service cycle Creates systems in attempt to increase frequency of exceeding guest expectations in regards to service and hospitality	N/A
<b>Culinary Skill (BOH only)</b> Encompass the technical and artistic prowess of the employee using a foundation of sound judgment and culinary knowledge as part of a professional environment	Can utilize station-specific equipment with safe practices Operates a single station effectively Begins learning process for new stations in the kitchen	Can utilize a variety of station-specific equipment with safe and efficient practices Operates a single station effectively Begins learning process for new stations in the kitchen	Utilizes strong technique, safe food handling, practices, and cuisine knowledge to maintain production standards Capable of operating most kitchen stations	Has vast culinary knowledge, skills, and abilities that influence productivity Sets kitchen standards that facilitate brand success Capable of menu design and execution Ensures quality of product are maintained at all times Capable of setting operational standards of any kitchen station Holds team accountable to standards of professionalism	Ensures menu design is in line with target market and business operational needs Ensures standards of quality for all levels of BOH department Assists BOH Manager in identifying gaps in culinary skill according to brand standards and delegates training Sets standards of professionalism for the BOH department	Champions culinary innovation in a way that sets the brand apart in the market Uses knowledge, skills, and abilities to improve overall skill of BOH departments Creates systems and kitchen training in attempt to increase frequency of exceeding guest expectations in regards to food offerings	Champions culinary innovation in a way that sets the brand apart in the market Creates systems and kitchen training in attempt to increase frequency of exceeding guest expectations in regards to food offerings	N/A
<b>Learning &amp; Professional Development</b> Measures the ability to embrace a range of professional development experiences that directly enhance the capacity of the employee to exercise their professional responsibilities and maintain the currency of their competence	Applies the provided development programs Begins menu learning process through given training and personal initiative	Contributes to identifying own development opportunities At times, supports others with their own skill set	Takes the initiative to develop own knowledge by identifying and negotiating appropriate development opportunities Understands skills gap and aids in personal goal setting Connects development needs to business needs Has a breadth of current menu knowledge and applies to production/sales skills	Finds own development opportunities within the company or elsewhere Actively creates learning opportunities for themselves and the team Motivates and supports the development of others according to business needs Regularly provides positive and constructive feedback on individual and team levels Uses extensive menu knowledge to support the training of new team members, simultaneously promoting production/sales	Takes initiative to advance own skills and identify and manage development opportunity in the area of responsibility Makes suggestions for their colleagues' development and accepts suggestion in return Manages Learning & Professional Development for the entire team, holding individuals accountable to necessary development and striving to enhance business performance	Takes initiative to advance own skills and leads the development of skills required in their area of accountability Creates an environment of continuous learning and acts as a role model Assesses and rewards the development of restaurant teams and individuals Able to identify, assess, and develop the knowledge and skills needed for a project to succeed Outsources learning and development opportunities when beneficial and practical	Takes initiative to advance own skills and leads the development of skills required in their area of accountability Creates an environment of continuous learning and acts as a role model Assesses and rewards the development of restaurant teams and individuals Able to identify, assess, and develop the knowledge and skills needed for a project to succeed Outsources learning and development opportunities when beneficial and practical	Ensures that the company develops and mobilizes the full range of required skills and capabilities Regularly provides positive and constructive feedback across all departments a routine, in doing so, enables a feedback culture Articulates company's strategic objectives creates a culture of learning and development to equip the company with the skills they need to succeed
<b>Mentorship</b> How well the employee provides guidance, training, goal identification, motivation, and role modeling to others	Has positive attitude Seeks mentorship	May advise new colleagues on most role responsibilities by role-modelling and communicating in an encouraging way Applies continual learning throughout employment to peer mentorship	Role models proper behavior and routines for immediate colleagues Is self-driven and inspires coworkers/direct reports participates in formalized training of others	Assesses mentorship needs for their own team through ongoing monitoring and one-on-one guidance Knows what motivates others and helps them stay motivated Provides goal setting for individuals and team regularly	Creates development plans, tools, and projects that support team growth Tracks the effectiveness and business impact of own mentorship Identifies, enables, and utilizes natural mentors within the team to improve overall business outcomes Role models effective mentorship techniques that motivate other individuals and team regularly	Facilitates senior leadership training Knows others motivational triggers and how to leverage them Willing to contribute own mentorship to peers and individuals company-wide	Creates opportunities for executive leadership growth either by internal or external mentorship Ensures management positions are filled with strong mentors	Creates opportunities for executive leadership growth either by internal or external mentorship Ensures management positions are filled with strong mentors