

WFF Core Leadership Competencies

At the heart of the Women's Foodservice Forum mission are the Core Leadership Competencies, defined and developed in tandem with foodservice CEOs as the critical leadership skills to master.

WFF has developed an online Leadership Competency Assessment (LCA) to help members assess their strengths and weaknesses in these competencies. To assist with growing and refining women's skills WFF offers programs that range from mentoring to facilitating executive women as they assume senior leadership roles within their companies and pursue opportunities to serve on private and public boards.

INITIATIVE: The drive for growth and improvement, initiative underpins many other core competencies. Individuals with initiative strive to influence events in their organizations and beyond.

STRATEGIC THINKING: Take a "big picture" view of one's business and responsibilities; incorporate a broad range of factors in decision-making.

BUILDING NETWORKS: Identify and nurture internal and external relationships, widening one's network and leveraging this network for goal attainment.

VISIONING/SETTING DIRECTION: Understand where a business must go to be successful with the ability to share this vision with clear direction that guides and energizes others.

DEVELOPING OTHERS: Mentor and coach team members to develop their leadership skills through the effective delegation of challenging assignments.

BUILDING HIGH-PERFORMING TEAMS: Form a team capable of achieving organizational goals through prudent staffing and team-member development.

DRIVING FOR RESULTS: Overcome barriers to success, push oneself and others.

RISK TAKING: Challenge the status quo and traditional ways of doing things in support of business goals.

TOUGH-MINDED: Make hard decisions and address issues directly, empower team members to do the same.

COMMUNICATING AND LISTENING: Communicate clearly in speech and writing; hear and understand alternative points of view before issuing a response.

BUSINESS AND FINANCIAL ACUMEN: Understand key business drivers and quickly uncover important insights and trends from financial data. Maintain a balanced perspective when evaluating performance indicators and remain aware of external factors that impact the business.



WFF 2009 Sponsorship Benefit Plan	Bronze	Sterling	Gold	Platinum	Emerald	Diamond
• ___ free job postings per quarter on the WFF Career Center. Additional postings at a reduced fee.	5	10	15	20	25	30
• Opportunity to have a WFF Company Ambassador	○	○	○	○	○	○
• Company listed on WFF website	○	○				
• Company logo on sponsor signs and meter boards at national WFF events (size varies by level)	○	○	○	○	○	○
• Company logo included on rolling sponsor reel at WFF Conference (size varies by level)	○	○	○	○	○	○
• Sponsor ribbons for company attendees at Conference	○	○	○	○	○	○
• Company listed in WFF Sponsor Recognition Ad	○	○	○	○	○	
• Company name included in WFF sponsorship brochure	○	○	○	○	○	
• Complimentary Protégé entitled to participate in the WFF Mentor Program for every \$5,000 in sponsorship (protégé must be a WFF member)		○	○	○	○	○
• Invitation for top company executive to attend Top-To-Top CEO Summit During Conference		○	○	○	○	○
• Ability to reserve meeting/event space at host hotel during WFF Conference dates (not before or after Conference and must be approved by WFF)		○	○	○	○	○
• Opportunity to utilize approved WFF programming with Company Affinity Groups		○	○	○	○	○
• Company description and logo displayed on WFF website, including hot-link to company home page			○	○	○	○
• Opportunity to utilize a Company purchase order for billing of combined annual memberships and Conference registrations. Note: a P.O. must be received by 11/3/08 and prevailing rates apply.			○	○	○	○
• Company unique on-site presentation of WFF proprietary research to senior management team			○	○	○	○
• Facilitated placement of company employees on WFF committees				○	○	○
• Opportunity to reserve a block of 50 rooms at the WFF Conference hotel (subject to cut-off dates and policy)						○
• Opportunity to reserve one suite at Conference hotel at standard room rate (based on availability)						○
Exclusive Multi-year Level Benefits						
• Opportunity to utilize a new, specially designed WFF Multi-year Sponsor Logo on company recruiting and promotional materials	○	○	○	○	○	○
• Multi-year sponsor ribbons for all company attendees at the WFF Annual Leadership Development Conference	○	○	○	○	○	○
• Special recognition at all WFF events throughout the year	○	○	○	○	○	○
• Opportunity to utilize Corporate Board Link to place board-ready candidates at your company		○	○	○	○	○
• Opportunity to participate in the Pilot Program for the WFF Corporate Assessment Tool			○	○	○	○
• Opportunity to be a “featured employer” on the WFF Career Center at no additional cost				○	○	○
• Opportunity to serve as a title sponsor for WFF Executive Women’s Summit, the Regional Connect Series, the WFF Annual Leadership Luncheon at the NRA Show and other national WFF events throughout the year.				○	○	○
• Upgrades to Executive Tower at Conference				2	5	
• First option to sponsor WFF premier events, speakers and programs					○	○
• Opportunity to serve as a Title Sponsor of the WFF Leadership Luncheon at the NRA Show			○			○
• Company logo included in WFF sponsor recognition ad						○
• Company logo included in WFF sponsorship brochure						○