

| SKILLS FRAMEWORK SKILLS MAP - Job Role | | | |
|--|--|--|---|
| Sector | Retail | | |
| Track | Retail Operations | | |
| Occupation | Chief Executive Officer | | |
| Job Role | Chief Executive Officer/Chief Operating Officer/Managing Director/Country Manager | | |
| Job Role Description | <p>The Chief Executive Officer/Chief Operating Officer/Managing Director/Country Manager sets overall direction for the organisation, formulates strategic goals and drives organisational growth. He/she identifies new business opportunities, champions the organisation's service excellence aspirations and fosters strategic relationships with stakeholders. He is also responsible for driving the organisation's financial, innovation and productivity strategies.</p> <p>He operates in a rapidly transforming business environment where he is accountable for the success of the entire organisation.</p> <p>He is a forward-thinking strategic leader with a strong business acumen, able to make calculated-risk decisions, constructive, analytical and performs effectively in a complex and difficult environment.</p> | | |
| Critical Work Functions and Key Tasks / Performance Expectations | Critical Work Functions | Key Tasks | Performance Expectations (For legislated / regulated occupations) |
| | Drive organisational vision, mission and values | Develop organisation vision, mission, values and culture | |
| | | Provide organisational leadership, direction and governance | |
| | | Articulate organisational strategic priorities, directions and plans | |
| | Develop business opportunities | Review organisational analysis | |
| | | Develop business continuity strategies, policies and guidelines | |
| | | Direct new market entry strategies | |
| | | Formulate franchise strategies for organisational growth | |
| | | Direct real estate and building infrastructure expansion plans | |
| | | Direct organisational performance roadmap and plans | |
| | | Lead formulation of technology strategies and roadmaps | |
| | Conceptualise service aspiration | Build a service excellence culture | |
| | | Enhance customer strategies | |
| | | Translate strategies into service operations | |
| | | Optimise service performance of workforce | |
| | | Win customers for life | |
| | | Maximise service and business performance | |
| | | Lead design of customer experience across channels | |
| | Formulate organisation's financial philosophies and strategies | Set organisation's finance philosophies and strategies | |
| | | Establish organisation's risk appetite and risk goals | |
| | Drive innovation and productivity | Promote productivity and innovation culture in the organisation | |
| | | Develop framework for productivity and innovation initiatives | |
| | | Transform service through strategic innovation | |
| | Manage organisation | Direct organisation learning and development | |
| | | Create a diverse and cooperative work environment | |
| | | Persuade and influence stakeholders | |
| | Foster relationships with stakeholders | Build positive relationships with the board | |
| Represent and promote the organisation | | | |
| Act as an effective board member | | | |
| Develop strategic leadership networks | | | |

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| Skills & Competencies | Technical Skills & Competencies | | Generic Skills & Competencies | |
| | Brand Guideline Development | Level 5 | Leadership | Advanced |
| | Business Continuity Management | Level 6 | Decision Making | Advanced |
| | Business Continuity Planning | Level 6 | Interpersonal Skills | Advanced |
| | Business Environment Analysis | Level 6 | Communication | Advanced |
| | Business Operational Planning | Level 6 | Global Mindset | Advanced |
| | Business Opportunities Development | Level 6 | | |
| | Business Performance Management | Level 6 | | |
| | Business Relationship Building | Level 6 | | |
| | Business Risk Assessment | Level 6 | | |
| | Conflict Management | Level 6 | | |
| | Corporate Governance | Level 5 | | |
| | Crisis Management | Level 6 | | |
| | Customer Loyalty and Retention Strategy Formulation | Level 6 | | |
| | Customer Relationship Management (CRM) | Level 6 | | |
| | Data Analytics | Level 6 | | |
| | Drive Productivity and Innovation | Level 6 | | |
| | Effective Board Member | Level 6 | | |
| | Financial Analysis | Level 6 | | |
| | Financial Budget Planning and Management | Level 6 | | |
| | Franchise Management | Level 6 | | |
| | Intellectual Property Management | Level 6 | | |
| | Knowledge Management | Level 6 | | |
| | Manage Change | Level 6 | | |
| | Compliance with Legal Regulations | Level 6 | | |
| | Market Entry Strategy Formulation | Level 6 | | |
| | Organisation and Board Relationship | Level 6 | | |
| | Organisation Evaluation for Business Excellence | Level 6 | | |
| | Organisation Representative | Level 6 | | |
| | Organisational Analysis | Level 6 | | |
| | Organisational Planning and Target Setting | Level 6 | | |
| | Organisational Relationship Building | Level 6 | | |
| | Organisational Strategy Formulation | Level 6 | | |
| | Organisational Vision, Mission and Values Formulation | Level 6 | | |
| | People Development | Level 6 | | |
| | Personal Effectiveness | Level 6 | | |
| | People and Relationship Management | Level 5 | | |
| | Productivity and Innovation Strategy | Level 6 | | |
| | Productivity Improvement | Level 6 | | |
| | Project Feasibility | Level 5 | | |
| | Project Integration | Level 6 | | |
| | Project Resources | Level 5 | | |
| | Property and Infrastructural Planning | Level 6 | | |
| | Public Relations Campaign Management | Level 5 | | |
| | Service Brand | Level 5 | | |
| | Service Information and Results | Level 5 | | |
| | Service Innovation | Level 5 | | |
| Service Innovation Culture | Level 5 | | | |
| Service Leadership | Level 5 | | | |
| Technology Strategy Formulation | Level 6 | | | |
| Vision Leadership | Level 6 | | | |
| Workplace Communications | Level 6 | | | |
| Workforce Diversity and Harmony | Level 6 | | | |

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| Programme Listing | For a list of Training Programmes available for the Retail sector, please visit www.skillsfuture.sg/skills-framework/retail |

The information contained in this document serves as a guide.