Statement of Purpose Writing Guidance

<u>Information for Nominees</u>

Executive Core Qualification (ECQ) write-ups are to cite <u>specific examples</u> of accomplishments and reflect a level of proficiency in each as would be expected of high performing senior civilian leaders in DoD.

The Department advocates use of the Challenge-Context-Action-Result (CCAR) Model in preparing ECQ descriptions. It is recommended that nominees utilize this model. The CCAR model involves these components:

Challenge. Describe a specific problem or goal.

Context. Place the example in its context, i.e., describe the individuals and groups you worked with, and/or the environment in which you worked, to tackle a particular challenge.

Action. Discuss the specific actions you took to address the challenge.

Result. Give specific examples of the results of your actions to demonstrate the quality and effectiveness of your leadership skills.

Write-ups are limited to <u>two pages total</u> for all elements, and should align with these suggestions:

- be clear and concise
- write in the first person
- spell out all acronyms the first time used
- describe recent education and training that enhanced your skills in each element
- avoid personal beliefs or philosophies
- if possible, quantify accomplishments/results
- keep the CCAR model in mind while developing the write-ups, but do not annotate specific statements with the four headings (Challenge, Context, Action or Result)

Write-ups are to cover the 5 core ECQs, as well as the Fundamental competency grouping. It is not necessary to address each sub-competency directly as long as the narrative, in its totality, shows proficiency of the competencies on the whole.