

Primary education teachers

General competency framework · Professional level · 5 competencies · approx. 75 minutes

How to use this guide

- Focus on these 5 competencies — the behaviours that matter most for this role — not a chronological career history.
- Ask every candidate the same core questions, then probe. Allow around 15 minutes per competency.
- Ask for real examples and use STAR — the Situation, the Task, the Action they took, and the Result.
- Stay neutral, capture what they say, and judge later. Gather evidence on one competency at a time.
- Rate each competency 1–5 against the positive and negative indicators, and note the evidence.

5 Outstanding 4 Good 3 Acceptable 2 Marginal 1 Poor

1. Customer Focus

Builds effective customer relationships to ensure needs and expectations are understood. Understands the importance of the customer to the business, seeking regular feedback whilst being prepared to say no when needed.

Why this matters for Primary education teachers: The Teachers' Standards apply identically to primary and secondary. Pupils — and at primary stage, their parents — are at the centre. Customer Focus captures the ability to understand each child as an individual, adapt teaching to their needs, and partner with parents in supporting their learning.

Give me an example of a time when you provided excellent customer service/went the extra mile for a customer.

- What did you do differently in this situation? Why did you do this?
- What makes this situation stand out for you?
- How does your approach compare to that of your peers?
- What was the outcome? How did you know the customer was satisfied?

At times we all fail to deliver what a customer requires. Can you think of a time when this has happened to you?

- Why were you unable to meet the needs of the customer?
- How did you feel about this? What feedback did you receive?
- How did you respond to the customer's subsequent requests?
- What have you done to prevent the same situation occurring?
- What feedback mechanisms have you put in place to ensure customer satisfaction?

Sometimes customers don't really understand what they want or present requests that will not meet their real need. Tell me about a time when you had to ask questions/listen carefully to clarify the exact nature of the customer's need.

- How did you get to the root of the issue/help the customer articulate their real need?
- How did the customer respond?
- What would have been the impact of you not acting in this way?

NEGATIVE INDICATORS	1 · 2 · 3 · 4 · 5	POSITIVE INDICATORS
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Is less focused on providing excellent service to customers. Sees customers as a means to an end rather than an end in itself		Provides a friendly, efficient, professional and courteous service to customers
Lacks accountability/responsibility for customer issues. Fails to show personal commitment for resolving customer issues		Takes personal responsibility for customers, prioritising customer satisfaction highly
Fails to see/articulate the link between the customer and the organisation/business. Fails to appreciate the commercial impact of positive/negative PR		Understands the importance of the customer to the organisation/business. Clearly articulates the link between customer satisfaction and business performance
Presents customers with solutions that are based on wants rather than real needs. Is not always honest in dealings with customers		Is honest and authentic in dealings with customers – provides clear recommendations based on insights from the customer
Does not seek to truly understand and ascertain customer needs. Operates more on a “here is my solution, what is your need” basis or focuses more on customer wants rather than needs		Demonstrates a genuine curiosity and interest in the customer. Asks the right questions and listens carefully to the customer to build trust in the relationship and get to the real need
Fails to demonstrate empathy or an appreciation of the impact of their message on the customer. Could do more to put themselves in the shoes of the customer		Demonstrates empathy with customers. Show sensitivity and considers the impact of their message on the customer
Focuses on completing a transaction rather than developing a relationship with the customer		Focuses on developing a customer relationship rather than on completing a transaction
Is not proactive in seeking regular feedback from customers		Seeks regular feedback from customers
May over promise and under-deliver when customers are unrealistic with demands or when requests are not commercially viable. Needs to be able to say no (with integrity) to customers		Will not promise what cannot be delivered and ensures that work with customers is commercially viable. Prepared to say no to customers

Summary of evidence: _____ Rating (1–5): _____

2. Technical Capability

Has the necessary knowledge, skills and proficiency to conduct their role. Demonstrates mastery in their area of technical capability. Stays up to date with advances in their field and commits to their continuous development.

Why this matters for Primary education teachers: Primary teaching requires breadth across the whole curriculum (literacy, numeracy, science, foundation subjects, PSHE) rather than depth in one. Technical Capability captures the cross-disciplinary expertise needed to teach well-structured lessons across subjects, plus pedagogical knowledge of how young children learn.

What have you done to develop your knowledge, skills and abilities to help you achieve in your role?

- In what ways would you say you have developed?
- What opportunities have you taken/created?
- What improvements have resulted? How have these helped you?
- Talk to me about your development plan? How are you building your technical capability? What will doing these things give you?
- What is the next step for you in your career? How will you get there?

What do you do to ensure that you have all of the information you require to perform effectively in your role?

- Where do you get the information from?
- How does this assist you in your role?
- How do you keep up to date with developments in/outside the business?
- Why is it important to do this?
- What do you see as the key challenges/changes in the industry over the next 5 years?

What aspects of your technical capability are you particularly proud of?

- Why are you proud of these aspects?
- How do they help you perform your role?
- What have you done to create these strengths?
- Which aspects of your technical capability need the biggest improvement?
- What are doing to improve them?

NEGATIVE INDICATORS	1 · 2 · 3 · 4 · 5	POSITIVE INDICATORS
Fails to identify development needs in technical capability or does so superficially		Can clearly articulate strengths and development needs in technical capability
Identifies needs but waits for these to be addressed – does not proactively create or seize opportunities to build technical capability		Acts on development needs – creates and seizes opportunities for continuous professional development
Is guarded about own development needs		Is open about own development needs
Is focused on development in the here and now. Is unable to articulate a development plan to support longer term career goals		Considers development for both current role but also future career aspirations
No evidence of really understanding the nature of the industry, the market and the competition		Understand the industry, the market and the competition
Fails to keep self up to date with the necessary knowledge to perform in role		Stays abreast of trends/changes in the market place and applies these to their role
Cannot articulate the key challenges/changes facing the business/industry		Demonstrates a sound appreciation of the medium/ long term challenges facing the business
No strong profile/network/reputation in their field or in the industry – has not capitalised on wider networking opportunities		Has built a strong network and profile in the industry – seen as a thought leader
Lacks essential knowledge of subject area for effective performance in the role		Possesses the knowledge necessary to carry out the role. Demonstrates mastery of their subject areas.
Lacks some of the necessary skills/proficiency for success in the role		Skilled and proficient in their area

Summary of evidence: _____ **Rating (1–5):** _____

3. Personal Leadership

Takes responsibility for their own actions. Proactively takes on additional responsibilities and drives their own performance. Lives their own values, actively acknowledges and seeks feedback from others.

Why this matters for Primary education teachers: Part 2 of the Teachers' Standards on personal and professional conduct applies equally to primary teachers — arguably more visibly, because primary teachers are

with the same children all day and model values across the full school day. Personal Leadership captures self-driven integrity and modelling.

Give me an example of a time when you have been required to justify an action/decision that you had taken.

- Why were you required to do this?
- How did you feel about this?
- What approach did you take?
- What lessons did you learn from this experience?

Tell me about a time when you acted over and above what was expected of you in your day to day role/took on additional tasks and responsibilities.

- What made you take this on? What was it about you?
- How did you manage to deliver this on top of your day job?
- How did you keep yourself motivated/driven?
- What support did you need/get? How did you enlist this?
- What was the outcome? What feedback did you get?

What would you say are your core personal values?

- How are these manifest in the way that you work?
- Have you ever had a situation where your values/principles felt crossed or compromised? Tell me about it? How did you respond?
- With hindsight how would you approach this situation differently?
- How do your values support you at work/help you to perform? (strengths)
- How might these values get in the way/hinder you? (development needs)

NEGATIVE INDICATORS	1 · 2 · 3 · 4 · 5	POSITIVE INDICATORS
Does not hold self personally accountable for actions/decision/performance. May make excuses for mistakes or blame others/systems/processes		Takes personal responsibility for performance and actions
Quickly backs down when decisions/actions are challenged or becomes overly defensive about chosen path. Fails to appreciate the opportunity for learning		Has the confidence to defend decisions/actions – does this without getting defensive. Can provide a clear rationale for actions but can see alternative views
Does as much as is necessary. Shies away from taking on additional tasks or responsibility		Proactively takes on additional responsibilities/ is prepared to go “beyond the call of duty” for the greater good
Is unable to clearly articulate their drives and core values – does not appreciate what is important to them and how this might positively or negatively influence their behaviour and performance		Is self-aware – understands their motives, values and drivers and how these influence their behaviour in situations (both positively and negatively)
Behaves in a manner that is less consistent with their core values or responds in a less constructive way when faced with situations where these feel compromised/crossed		Behaves in a manner that is consistent with their core values – is prepared to take a stand/responds constructively when these feel compromised
Fails to articulate or is not prepared to admit areas of strength and areas in need of development		Able to openly and clearly articulate strengths and areas for development
Fails to proactively seek feedback on their behaviour/performance/effectiveness. Waits for feedback to be given to them and in the absence of this carries on regardless		Actively seek feedbacks from others on their performance and the impact of their behaviour/style

Disregards feedback from others. Explains feedback away and justifies rather than using it to improve their performance/approach

Responds positively to feedback from others – acknowledges and responds by making the necessary modifications to style and approach

Summary of evidence: _____ **Rating (1–5):** _____

4. Collaborative Working

Looks to understand others' perspectives and objectives. Respects different styles/approaches, whilst adapting their own style to enable them to work effectively with others.

Why this matters for Primary education teachers: Standard 8 — wider professional responsibilities — is heavy in primary: closer parent partnership, EYFS handovers, transitions to secondary, multi-disciplinary meetings about safeguarding. Collaborative Working is the underlying capability.

Tell me about a time when you proactively sought the views of/engaged others to resolve a business issue.

- How did you ensure that the right people were engaged?
- How did you demonstrate that you had understood their views?
- How did their input inform and shape the final decision?
- What feedback did you receive?
- With hindsight, what might you do differently next time?

Describe a situation where your personal views/objectives were at odds with the team/key people around you?

- How did you react?
- How did you demonstrate you understood/respected their perspective whilst being clear about your own?
- What was the outcome?
- What did you learn about how best to engage with others?

Describe a situation where you have had to work hard to really understand the perspective of another person?

- What was the reason for the lack of understanding?
- What made it difficult to gain this understanding/get under the skin?
- How did you manage this?
- How have applied the learning from this situation to enhance your interactions with others?

NEGATIVE INDICATORS	1 · 2 · 3 · 4 · 5	POSITIVE INDICATORS
Fails to engage and seek the views of others. Is more directive in approach and therefore may gain compliance rather than commitment to action/ideas		Proactively seeks the views and opinions of others when dealing with business issues – adopts a more collaborative/democratic approach to problem solving
Seeks to be seen to engage rather than actually demonstrating that they have heard the views and ideas of others (e.g. by adjusting their path or shifting their perspective in the light of the information gleaned)		Listens carefully to the thoughts and ideas of others and demonstrates that they have listened to and heard their views (e.g. by shifting own perspective in the light of the information given)
Adopts a “my way or the highway approach” – has strong views and may be less respectful of counter views or arguments		Shares own ideas/opinions willingly whilst recognising and respecting the views and opinions of others

Fails to manage conflict/divergent views or styles and approaches		Effectively manages conflict and potentially divergent views to get positive outcomes for all parties. Appreciates the need to work with others with different styles and approaches to their own
Seeks to be understood rather than truly understand the needs/objectives and perspectives of others. Transmits own views rather than questions to better understand		Takes steps to really understand the goals and objectives of others
Adopts a one style fits all approach. No evidence of adjusting/adapting style based on the needs of the situation and audience		Adapts style effectively based on understanding of the needs and objectives of others
No evidence of reflecting on the impact of their own style or of considering how they might be contributing to the breakdown of working relationships		Aware of the impact of own style on others and the need to check out assumptions they make about others and their style of working/needs/preferences

Summary of evidence: _____ Rating (1-5): _____

5. Organisational Skills

Establishes clear priorities and builds plans to ensure delivery on time. Works in a systematic manner and manages resources efficiently. Quickly adapts plans as circumstances require. Sees things through to completion.

Why this matters for Primary education teachers: Primary classrooms run on rhythm: literacy hour, numeracy hour, guided reading, assessment cycles, planning across foundation subjects. Organisational Skills captures the ability to maintain that rhythm consistently while adapting in the moment to what's actually happening with the children.

Tell me about a time when you were responsible for implementing a plan.

- What stages did you work through – how did you plan for success?
- On what basis did you determine priorities?
- How did you allocate resources?
- What were some of the risks? How did you identify & manage these?
- What happened when things did not go to plan?
- What methods did you use to monitor progress?
- What was your key learns from this process?

We are often faced with conflicting demands on our time. Can you give a specific example of when you have had to prioritise work activity?

- How did you go about making decisions about the priorities?
- How do you know that you were effective in your prioritisation?
- How could you have increased your effectiveness?
- How did you manage distractions and stay focused on the right things?
- Tell me about a time when you have had to shift your priorities in response to emerging business needs?

Describe a time when you have organised scarce resources to get the best result possible for the business

- How did you go about doing this?
- How did you monitor progress?
- What was the outcome?
- What would you do differently next time?

NEGATIVE INDICATORS	1 · 2 · 3 · 4 · 5	POSITIVE INDICATORS
Fails to appreciate the importance of planning and review to successful task delivery		Creates comprehensive plans to increase the chances of successful delivery
Is less structured and methodical in approach		Adopts a structured and systematic approach to tasks
No evidence of contingency planning for changing circumstances/unforeseen issues. Fails to proactively assess and manage risk to delivery		Includes detailed contingency plans for delivery. Anticipates and mitigates risk to plans
Shows limited ability/willingness to flax and deviate from the plan in the light of new information/ circumstances		Quick to rethink/reformulate plans in the light of new information/unforeseen events
Fails to establish clear priorities therefore does not manage self/use own time as effectively as they could		Manages self and own time effectively by being clear on priorities
Fails to manage conflicting demands on time – lets real priorities slip or becomes overloaded		Able to (re)prioritise and juggle priorities on the basis of new information/changing circumstances
Is wasteful with resources or does not deliberately plan resources based on anticipated returns		Manages resources effectively – considering where to best place resources to generate maximum value
No clear structure/process evident for managing progress /measuring performance to time, budget and quality		Puts clear structures and processes in place for monitoring/managing progress to time, budget & quality
Loses cool when things do not progress as expected – increases effort without tackling the source of the issue or checking the expected return on the increase in effort		Responds calmly when things go off track. Creates time to take stock and review when feeling under pressure to respond and deliver
May move onto the something new prior to completing the task in hand		Sees things through to completion

Summary of evidence: _____ Rating (1–5): _____