2026 PSRW Extra Mile Award — Core Competencies

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1. Person-Centered & Inclusive Service

Purpose & Intent

This competency recognizes individuals or teams who place the customer at the center of service design and delivery. It reflects a commitment to dignity, empathy, accessibility, and inclusion, ensuring that every person—regardless of their circumstances—can access support in an equitable and confident manner.

What This Looks Like in Practice

- Treats every customer with respect, empathy, and cultural humility
- Adapts services for language, disability, access, and preference
- Offers practical solutions that are grounded in real needs
- Recognizes and responds to lived human experience

What Judges Should Listen For

- Examples of adapting services and solutions
- Behaviors that support inclusive and accessible service
- Examples of actions that help customers felt supported, respected, or empowered

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2. Clear, Simple & Efficient Delivery

Purpose & Intent

This competency recognizes service that is easy to understand, simple to navigate, and efficient from start to finish. It reflects accountability, transparency, and responsible stewardship of time and public resources.

What This Looks Like in Practice

- Provides information and instructions in clear, simple language
- Uses customer's time effectively
- Customer feels comfortable asking questions and confident in taking next steps
- Shares other information, as applicable

What Judges Should Listen For

- Examples of information shared to increase customer understanding
- Examples of awareness that additional information or alternative formats were needed
- Behaviors that indicate accountability for efficient and reliable service outcomes
- Examples of improved customer confidence

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3. Responsive & Reliable Follow-Through

Purpose & Intent

This competency recognizes individuals or teams who build trust by doing what they promise, communicating clearly, and following through consistently so customers feel confident and supported.

What This Looks Like in Practice

- Responds to requests in a timely manner and builds trust by following through on commitments
- Welcomes and incorporates feedback to improve customer interactions and skills
- Demonstrates curiosity about business processes and understands how their role fits into broader services
- Uses sound problem-solving and judgement to resolve issues before they escalate

What Judges Should Listen For

- Examples of reliable follow-through and building trust
- Examples of proactive communication and problem solving
- Use of feedback or data to improve customer interactions and skills

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4. Equity, Inclusivity & Bias Aware

Purpose & Intent

This competency recognizes service that is fair, accessible, and free from bias. It reflects intentional efforts to identify and eliminate inequities, ensuring that all customers can access services equitably and with dignity.

What This Looks Like in Practice

- Considers customer's level of understanding to determine appropriate solutions
- Seeks to understand barriers within the service model

• Demonstrates cultural humility and bias awareness
• Offers solutions and support to overcome barriers and build customer confidence

What Judges Should Listen For

• Examples of questions asked to understand customer's level of understanding
• Behaviors or solutions offered that closed gaps or improved access
• Respectful and inclusive interactions
• Evidence of increased customer confidence and trust

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5. Innovation, Continuous Improvement & Collaboration

Purpose & Intent

This competency recognizes individuals or teams who actively improve services rather than accepting the status quo. It reflects creativity, adaptability, learning, and collaboration across boundaries to better serve customers.

What This Looks Like in Practice

• Identifies and acts on opportunities to improves services
• Shares observations and customer feedback with leadership and participates in process improvement efforts
• Serves as a thought-leader by inviting conversation and fostering continuous learning about services and communities served

What Judges Should Listen For

• Actions taken to improve services
• Examples of collaboration within team, program area or organization
• Examples of fostering a culture of learning and adaptability

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Judging Tip

Score based on **impact, consistency, and customer experience influence** — not job title or role. Strong nominations demonstrate clear outcomes and sustained behaviors that enhance the way people experience public service.