



HOW TO PERFORM A CAPABILITIES AUDIT

A capabilities audit will help you assess your organisation's intangible value

Using the following questions as a guide, assess the business or unit's performance in each organisational capability (0 = worst; 10 = best), and rank the capabilities in terms of improvement needed (1 = highest priority, 2 = next highest, and so on).

Organisational Capabilities		Questions	Capability Assessments	Improvement Needed Rankings
1	Talent	To what extent do our employees have the competencies and the commitment required to deliver the business strategy in question?		
2	Speed	To what extent do we move quickly to make important things happen fast?		
3	Shared mind-set and coherent brand identity	To what extent do we have a culture or identity that reflects what we stand for and how we work? Is it shared by both customers and employees?		
4	Accountability	To what extent does high performance matter so that we can ensure execution of strategy?		
5	Collaboration	To what extent do we collaborate to gain both efficiency and leverage?		
6	Learning	To what extent are we good at generating new ideas with impact and generalising those ideas across boundaries?		
7	Leadership	To what extent do we have a leadership brand that directs managers on which results to deliver and how to deliver them?		
8	Customer	To what extent do we form enduring relationships of trust with targeted customers?		
9	Strategic Unity	To what extent do our employees share an intellectual, behavioural and procedural agenda for our strategy?		
10	Innovation	To what extent do we innovate in product, strategy, channel, service and administration?		
11	Efficiency	How well do we reduce costs by closely managing processes, people and projects?		