

Core Competency Audit – Finding Your Strengths

Services	Deliverables
• Core Competency Audit	▪ 60-100 hours of research with validated report

“Finding what your company’s true strengths are and where they can best be utilized”

Core Competency Audit

A Core Competency is a deep proficiency that enables a company to deliver unique value to customers. It reflects an organization’s learning, skills, and technologies. Such a Core Competency creates competitive advantages for a company and helps it branch into a wide variety of related markets. Core Competencies also contribute substantially to the benefits a company’s products offer customers.

Knowing and understanding your company’s Core Competencies allows you to invest in the strengths that differentiate you from your competitors and set strategies based on strengths that unify your entire organization.



Benefits of the Core Competency Audit

- Develop new products and services that capitalize on your company’s strengths
- Identify new markets and customers that are in need of your Core Competencies
- Help employees understand management's priorities and create a common vision
- Decide where to allocate resources
- Make outsourcing and partnering decisions
- Enhance image and build customer loyalty

How it works and what you will receive:

- A “Management Assessment” is performed, on site, with the company stakeholders to ascertain the history, background and perceptions of the company’s Core Competencies.
- “Phase I” consisting of surveying employees, suppliers and most importantly customers to find what they see as your company’s Core Competencies are
- A competitive analysis is performed including an in depth SWOT analysis to benchmark your strengths and weakness against the competition
- At the end of Phase I there will be a debrief with Management to share the findings and discuss the goals for Phase II.
- Phase II begins with a Competitive analysis and in depth SWOT analysis to benchmark your strengths against the competition
- Potential opportunities in new markets and segments are identified that are best suited for your company’s strengths. These opportunities are analyzed to determine the ease or barriers to entry.
- A comprehensive report is delivered with an actionable set of well-defined recommendations designed to address lower to higher potential opportunities

