COMPETENCE ANALYSIS TEMPLATE

To conduct a competence analysis with your team complete the following table (ideally with one HR representative) on a metaplan wall or whiteboard:

Competence	Basic? Key? Core?	Valuable?	Rarely?	Hardly imitable?	Transferable?
Example Competence 1 ...	Core	Yes	Yes	Yes	Yes

To classify the identified competences ask yourself if the competence is

⇒ *Valuable (Is it valuable?)*

⇒ *Rarely (Is this a rare competence?)*

⇒ *Hardly imitable (Is this a unique competence?)*

⇒ *Transferable (How can the existing core competences be used for new product development/ or within new markets?)*

When collecting the relevant competences ask yourself the questions

- Which market am I currently serving, which one do I want to serve and what competences do I need for that?

- What does my current or potential new customer expects from me and which competences do I have/need to address these needs?

- Which specific digital competences do I have/need to address these needs?