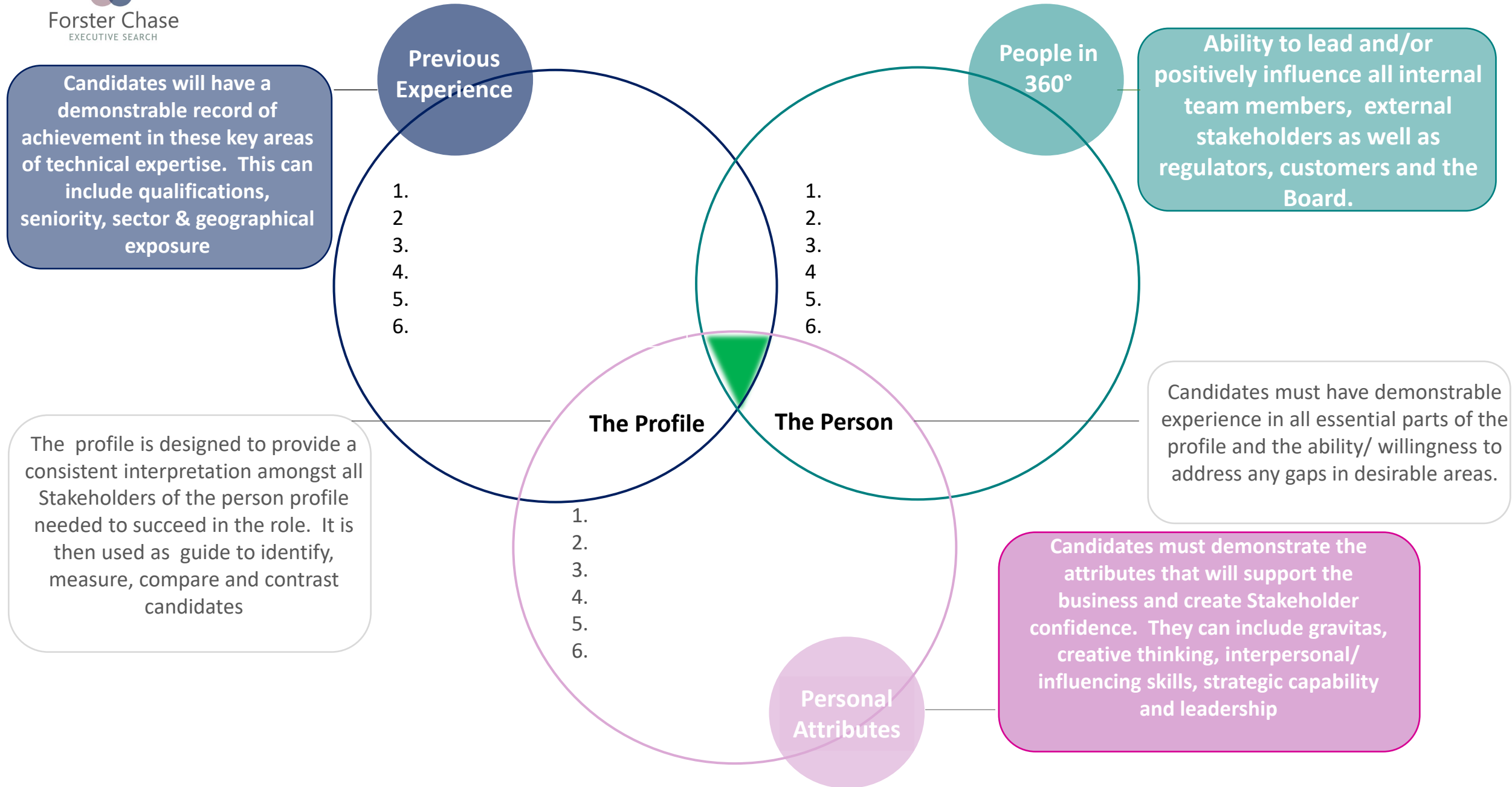


Capability Profile



The Process – grab a pencil & paper



This Capability Profile exercise is designed as a systematic process to help you structure a series of examples that demonstrate the capability and value you can bring to an organisation and role. This can be used as support obtaining a new/ additional role or developing your role within your current employer. Once completed it will aid in developing your CV and Digital Profile, (e.g., LinkedIn, Social Media and Corporate Websites), to ensure they demonstrate your capability. It can be refreshed for each specific role you interview for ensuring you have the most relevant examples of your experience and achievements at the forefront of your mind.

After analysing feedback from interviews from the last decade of my career, I have come to the unscientific conclusion that the vast majority of what you offer to an organisation and in turn, what they will be interested in, falls into three main groups. This process uses the Rule of Three which is a writing technique that suggests that a group of three adjectives or examples is always stronger, more memorable and thus more impactful than one. It is also no coincidence that some of the most memorable quotes are structured in three parts e.g., “Friends, Romans, Countrymen”, “Education, Education, Education” or “Take Back Control”.

The three titles we will use to structure your profile are Past Experience, People in 360 degrees and Personal Attributes, they all begin with P for the sake of alliteration making them easier to remember. The human brain is great for storing information but without structure it can be hard to access /remember, it also stores information in pictures and colour. This is what the phrase “in my mind’s eye” means, so the profile uses colour and shapes deliberately as you are more likely to remember them as opposed to words alone, to make the process even more effective you should draw it from scratch on a blank piece of paper as this physical act helps imprint the information in your mind.

1. Draw three large overlapping circles on a piece of paper, two at the top and one below. Title the circles with Past Experience, People 360” and Personal Attributes, in different circles and the numbers one to six in a vertical line in each.
2. Next to each number write a specific example, no more than four words, that demonstrates your ability in that area. Six examples will give you enough range demonstrate capability and achievement in multiple areas. Past experience should include examples of your achievements, qualifications and responsibilities that are relevant to the role type, sector, or organisation you are interested in. People should include examples of how you influence and build relationships with all stakeholders, superiors, peers, subordinates, internal customers, or external stakeholders. Include some difficult situations in this section. Personal attributes should include the things that make you unique; what are your values, qualities and drivers, and reasons you should be hired? Again, have specific examples that demonstrate these
3. Now that you have 18 examples in total, structure them in your mind using S.T.A.R.
Situation: Where and who with?
Task: What did you have to do?
Action: What specific actions did you take over what time?
Result: What were the qualitative and quantitative results?

The S.T.A.R. structure helps you construct a complete example that is detailed enough to demonstrate capability whilst remaining concise enough to remember. Once you have completed the above, you will be able to picture 18 examples that will demonstrate the key elements of your capability, you can use this to create or update your CV, Online profile including LinkedIn. It will also help to answer a variety of questions when you interview, cut down thinking time and silence gaps as examples which will be at the forefront of your mind. You can update the profile for each role you consider ensuring it is as relevant as possible.

Finally, you should discuss with someone who’s opinion you trust and knows your capability, ask them to challenge your examples, do they given a strong representation of your capability and what you can offer to a role. Of course, this structure is not exhaustive and is always being updated. If you have any feedback on how it can be improved, I would love to hear from you.

Previous Experience

You can use this page to if you want to “show your working” and expand on the capabilities you have chosen in the profile above. Previous Experience is focussed on a balance of knowledge, skill and achievement, what have you been successful in. There are no rules here so include the most important elements to you from your point of view and how it effects your job role.



Capability	Description of Experience, the “what” and the “where”
1	
2	
3	
4	
5	
6	



You can use this page to if you want to “show your working” and expand on the capabilities you have chosen in the profile above. People in 360” is focused on a person's ability to influence others, Superiors, Peers, Subordinates and those externally from them. This can include experience of influencing members of the Board, Senior Leadership Team, their own team and those in other departments as well as Regulators, Suppliers and Customers. This can include a combination of the “Who” they need influence and the “How” they will do it.



Capability	Description of the “who” and the “how”
1	
2	
3	
4	
5	
6	

Personal Attributes

You can use this page to expand on the capabilities you have chosen in the profile above. Attributes are focused on behaviours, these can include a person's values, interpersonal skills, how they communicate and deal with conflict. For example, a role may require someone with a low ego/high empathy style that builds trust with colleagues whilst enabling them to influence. Attributes are the qualities a person has that helps them create a positive and productive environment and deal with change. Additionally, you may desire some creative thinking balanced with pragmatism to help find solutions to problems. There are no rules so please include the six most important attributes or behaviours you think are vital to being successful in the role and organisation.



Capability	Description of Attribute and how it will help you succeed
1	
2	
3	
4	
5	
6	