**Management Team Skills Assessment**

Use the sample assessment below to determine what your business needs vs. the skills and attributes within your management team. It is important than the team members are open and honest about their strengths & weaknesses, as well as their preferences. Once you have identified the gaps, it may be necessary to train existing team members or to hire in those specific skills.

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| --- | --- | --- | --- | --- | --- |
| **Skill / Attribute** | **Team member 1** | **Team member 2** | **Team member 3** | **Team member 4** | **Team member 5** |
| **Finance & Accounting Skills*** Forecasts
* Statements of profit & Loss
* Reports
* Monetary controls & procedures
* Ability to determine the financial health of the business
 |  |  |  |  |  |
| **Marketing & Sales*** Business development – identifying trends & opportunities (prospecting)
* Raising brand awareness
* Presentation skills
* Marketing Strategy
* Negotiation skills
* Ability to close a deal
* Networking
* Social Media Savvy
 |  |  |  |  |  |
| **Customer Service*** Relationship building
* Relationship management
* Complaint / dispute handling
* Refine products, policies & procedures in response to customer feedback
* Problem solving
 |  |  |  |  |  |
| **Communication** * Verbal (tone & body language)
* Written (sales pitches, marketing copy, blogs,reports, policies)
 |  |  |  |  |  |
| **Leadership & Decision Making*** Strategic thinking
* Ability to evaluate & make a decision quickly
* Ability to see the bigger picture & convince team
* Getting the most out of people
* Networking
* Abreast of trends & external influences
 |  |  |  |  |  |
| **Project Management & Planning*** Streamlining Procedures
* Keeping the team on track and measuring performance
* Planning and implementation
* Effective use of all resources
 |  |  |  |  |  |
| **People Management*** Delegation
* Motivation (inspiring people to achieve goals & targets)
* Human Resources
 |  |  |  |  |  |
| **Production Know How** * Industry knowledge & experience
* Manufacturing experience
* Logistics & distribution
* Health & Safety
 |  |  |  |  |  |
| **Tech Savvy*** Understanding how is technology affecting / disrupting the industry
* How to use technology to produce more with less
 |  |  |  |  |  |
| **Other** |  |  |  |  |  |
| **Other** |  |  |  |  |  |