

Braver. Bolder. Business.



*Skill Gaps and
Threats to Be Aware
of When Designing
Collaborations*

Internal Skill Gaps Can Include

- no clear business plan outlining outcomes/objectives in the next twelve months to two years
- lack of well-defined, consistent processes and systems across operations
- gaps in staff capabilities that affect client experience and damage business reputation
- poor quality product and service experience and lack of ability or commitment to making changes
- no skill in creating an innovation process amongst the team
- no level of technology and personalisation within the client experience
- antiquated product and service that's not meeting trends and market changes and inability to evolve how the business operates
- poor quality marketing material – across all communications
- financial processes and systems
- cashflow or lack thereof
- continuity of supply chain and whether your suppliers have difficulty delivering to you within agreed timeframes
- little leadership and direction from the operators/managers
- no strategic focus or change focus too quickly without staying on course long enough
- continuing with an activity that has no benefit for the business and doesn't add to the bottom line
- no plan for ongoing staff learning and development including mentoring
- poor morale amongst the team and no plan for the operator/manager to find solutions
- no succession plan to respond if and when staff leave and leave the business in a vulnerable and uncertain position
- lack of commercial and creative thinking amongst all levels of the business - not just the traditional leadership team
- the inability to have the processes and resources needed to continually upskill staff in areas that are relevant in today's market
- no plan to attract the most talented staff in a competitive market

Threats Can Include

- no unique points of difference in the market to attract potential collaborators
- negative feedback via social media and word of mouth that damages brand reputation – with no plan to respond effectively
- relying on one major client or market and not diversifying income streams
- political and legislative effects on your industry
- environmental considerations that can negatively impact on the future of the business
- IT developments that will influence how people interact with your business
- new competitors coming into the market and with bigger budgets that may target potential collaborators
- continual high turnover of staff which can negatively impact on brand perception
- the loss of key staff and no plan to respond to recruitment smartly but efficiently
- the lack of sustainable financial backing
- economic changes domestically and internationally