

Capability Marketing Assessment Tool




Check where your business is strong and where you might be leaving opportunities on the table.




Rate yourself:  Strong |  Needs Work |  Not in place




Core Capabilities – Your Foundation

- Do you clearly understand the difference your business brings? Not just what you do, but why clients choose you.
- Are your capabilities aligned with what decision-makers care about, such as tender requirements or risk mitigation?
- Do you have evidence, metrics, or examples that show your scale, reliability, and track record?

Look carefully: even long-established companies sometimes have a lot of unshown or unorganised capability.

1. Positioning – Brand and Communication	 Fully in place	 Needs Work	 Not in place
Is your visual identity consistent across documents, website, and LinkedIn?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do your team bios and value statements reflect real expertise and ambition?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are your methods, processes, and client commitments clear and credible?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quick check: would someone unfamiliar with your business immediately understand why you matter?			

2. Demonstrating – Proof of Capability	 Fully in place	 Needs Work	 Not in place
Are your case studies and project showcases clear, visual, and outcome-focused?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do templates, presentations, or documents reinforce your brand story?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Could someone review your materials and quickly grasp your scale, complexity, and quality of work?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Quick check. would a client trust you to deliver without having to ask too many questions?</i>			

3. Reaching – Visibility and Consistency	 Fully in place	 Needs Work	 Not in place
Are decision-makers regularly seeing your work or brand through LinkedIn, email, or your website?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is your messaging consistent across all touchpoints?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a repeatable system to stay visible and top-of-mind with key clients?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Quick check. could a client who hasn't spoken to you in months still recognise your business instantly?</i>			

4. Influencing – Shaping Perception Over Time	 Fully in place	 Needs Work	 Not in place
Do you publish insights or thought leadership that show expertise?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you active in industry or community initiatives that reinforce credibility?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a plan to gradually build authority rather than relying on one-off activity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quick check: would someone considering hiring you see you as a trusted partner, not just a supplier?			

Scoring Guidance

Fully in place

- **Meaning:** This pillar is well-defined and consistently applied. Clients can quickly see your capabilities and credibility.
- **Impact:** You're effectively leveraging this pillar to win tenders, attract talent, and stay visible.
- **Next steps:** Maintain consistency and look for small improvements, like adding more storytelling or visuals.

Partial / Needs Work

- **Meaning:** Some elements exist but aren't fully developed or consistent.
- **Impact:** Decision-makers may only see part of your story, leaving opportunities on the table.
- **Next steps:** Identify gaps and prioritise high-impact fixes – e.g., update your capability statement or schedule regular content posts.

Not in place

- **Meaning:** This pillar is missing or largely undeveloped.
- **Impact:** Opportunities may be lost, and other pillars are less effective.
- **Next steps:** Start simple – define the core element for this pillar and build visibility systematically.

“Most companies have the skills and track record to succeed, but they're held back by how they present and communicate those capabilities. Showing it clearly is what opens doors.