



Capability Matrix in action!
Marketing

British Council improve skills on a global scale

Capability Matrix helps British Council assess marketing and communication skills worldwide

Capability Matrix has helped the British Council, who employ staff in 109 different countries, identify gaps in the marketing and communication skills of employees in regions all over the globe, in order to help them perform their role to the best of their ability.

Sponsored by the Foreign and Commonwealth Office, the British Council is the UK's international organisation for educational opportunities and cultural relations.

To achieve their aim of building mutually beneficial relationships between people in the UK and other countries and building lasting relationships around the world, the organisation employ people of many different nationalities all over the world. For this reason, the implementation of a capability management system across the British Council needs to be easy-to-use and easy-to-understand.



Free your potential with Capability Matrix

Discover a flexible way to track, manage and develop the capabilities of people working in your organisation. See which skills, which people and which departments need the most support.

With Capability Matrix you can have a customisable talent management system to help you improve skills within your organisation at all levels:

- Tailor it to meet the needs of your industry
- Load it with custom competencies and capabilities specific to your organisation

Understand what your people can do today and help them to do more tomorrow

Capability Matrix is also available to buy pre-loaded with different skills sets. Choose from sales, ICT, marketing, communications and many more to best suit your organisation.

Find out more:

Get in touch with our sales team today for more information or a demonstration. Run it on your own corporate intranet or use as a secure hosted service on the web. Let us know what you need, and we'll show you how Capability Matrix can help.

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"People have been really impressed with the system. The concept is fantastic."

- Sumathi Jayaraman,
Corporate Marketing
Strategy Manager for the
British Council.

The suggestion to implement a system like Capability Matrix across the British Council stemmed from their need to assess the marketing and communication skills of all employees on a global scale. "As our workforce is geographically dispersed across 220 offices, we needed a system that could help us to see what capacity we had at each level and where it could be deployed" says Sumathi Jayaraman, Corporate Marketing Strategy Manager for the British Council. Capability Matrix, pre-loaded with competencies based on the professional marketing standards of the Chartered Institute of Marketing (CIM) and British Council-devised competencies for communication skills will soon be helping the British Council to achieve this aim, thanks to its clear, straight-forward design and worldwide usability.

Launching on a global scale

The successful execution of Capability Matrix in a recent pilot has prompted the imminent implementation of the system throughout the organisation on a global scale.

In 2006, a pilot of Capability Matrix began in North and Central Europe throughout which, users in

locations across Europe used the capability management system to identify gaps in their marketing and communication skills. The pilot was designed to test the implementation of the system in locations where users of different nationalities would need to use the tool unsupported and without guidance once launched worldwide.

The pilot, and the subsequent modifications made based on the findings, mean that employees of the British Council all around the world will soon be able to improve their knowledge and understanding of marketing and communication skills using Capability Matrix.

For the British Council, Capability Matrix has provided an easy way to pinpoint gaps in the marketing and communication skills of their employees all over the world and an ideal means by which the organisation can obtain a clear overview of skills on a vast, global scale.

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