



## Capability Matrix in action!

### Retail

# UK retailers close crucial skills gaps

## Capability Matrix helps over 1000 retail businesses develop workforce and drive profitability in a competitive market

Retailers across the country have been using Capability Matrix to increase motivation and productivity within their workforce and improve their overall competitiveness by pinpointing crucial skills gaps and training needs at an organisational, departmental and individual level.

Capability Matrix has successfully helped 1185 retail businesses, including large national organisations such as the Association of Convenience Stores who represent 32,000 neighbourhood and community retailers throughout the UK, and the Retail Skills Shop at Bluewater who supply training to Europe's largest shopping centre, to engage learners by focusing on the key skills needed to help them perform their job role efficiently.

Capability Matrix, pre-loaded with core retail competencies, played a fundamental role in a recent ESF-funded RAPPARS project—(Retail Academy Pathways to Progression and Accreditation in the Retail Sector), through which the Retail Academy with Skillsmart Retail (the Sector Skills Council for retail) and a national partnership of training providers helped employees in over 1000 retail businesses develop their workforce, think creatively about new skills they could bring to their business and become more competitive in a cut-throat market, using the capability management system.

From the detailed skills reports produced by Capability Matrix, retailers were then able to attend relevant workshops and take formal qualifications to put them on the right path to relevant training and education.

Selected by the Retail Academy as its technical partner, MyKnowledgeMap design and supply all of the tools and products offered by the Retail Academy to its members. With Capability Matrix, all Retail Academy stakeholders can benefit. For training providers, it is the ideal tool for collecting and collating vast amounts of data as well as a means of directing retailers to the training needed to improve their business. For retailers, complete skills reports lead to employee development plans to improve skills within their business. For the Retail Academy itself, the system provides 'labour market intelligence' through which the academy can pinpoint skill gaps for smaller retailers throughout the UK.

## 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

*"A business employing between 50-150 members of staff gets an invaluable review of each individual and a comprehensive overview of the whole organisation through Capability Matrix"*

**- Dave Crompton,  
Bsupplied**

## 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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## NFRN

### National Federation of Retail Newsagents

The National Federation of Retail Newsagents (NFRN), one of Europe's largest retail trade associations, enjoyed great success with Capability Matrix throughout the RAPPARS project. The federation encouraged all of their members to use the system, through which 1000 skills reports were produced.

The NFRN have been delighted by the response to Capability Matrix which has produced real, practical benefits for all of the retailers who have taken part. Thanks to MyKnowledgeMap's products, the NFRN have been able to help its members focus on key areas for improvement and the skills needed to drive profitability and competitiveness. "The federation see the Retail Academy and its products becoming their own tailored training arm", says Charles Fleckney, National Training and Field Operations Manager for the NFRN. "Our only regret with the RAPPARS project is that it is not continuing for a further 6 months".

### Bsupplied

Bsupplied, a specialist training provider based in Sunderland, made a conscious decision to make Capability Matrix the main focus of their involvement in the RAPPARS project. They felt that the nature of the tool was ideally suited to the needs of their retail clients employing between 50-150 members of staff rather than their independent shop-owners or 'one-man bands'. Using Capability Matrix, an SME can pinpoint skills gaps on an individual, departmental and organisational level and see more measurable results when putting the findings of the reports into practice than the independent shop-owners or 'one-man bands' who operate at one level.

Dave Crompton of Bsupplied says, "Based on my own experience, a business employing between 50-150 members of staff gets an invaluable review of each individual and a

comprehensive overview of the whole organisation through Capability Matrix".

For Bsupplied, Capability Matrix provided the start of a useful and effective process by which SMEs can develop their businesses through the training that will bring the biggest boost to them. They found the tool to be a highly efficient way to highlight areas where staff needed training, opening the door to further training via innovative MyKnowledgeMap products.

### VisionOn

Capability Matrix was also well received by clients of training provider VisionOn based in West Yorkshire. The retailers they worked with responded to the polished feel of the reports and easy-to-use nature of the tool. For VisionOn, the tool served as a great ice-breaker when visiting/recruiting new clients and the perfect way to engage retailers by helping them to focus on the specific skills needed to do their jobs. With Capability Matrix, the user could really see their progress, making it an excellent evaluation activity.

Using Capability Matrix, the company succeeded in engaging small retailers in Camden. This was a major achievement for the company owing to the reluctance of many smaller retailers with a local customer bases to engage with the slick offerings of retail training providers.

Whilst it has been one of their biggest challenges to date, with the help of Capability Matrix, they have managed to gain the interest of over 100 small, local stores within the area thanks to the clear traffic light design of the skills reports which made it easy to see at a glance what their targets needed to be and the exact areas in which they needed to improve. Camden was a major coup for VisionOn, and just one of the ways in which Capability Matrix has helped them to engage retail businesses of all sizes.