

Tools and templates



Analysing the skills you'll need in the future

Assessing the skills that your business will need in the next 12 months, or five or even ten years is an important part of staying competitive.

There are soft and hard skills that are universally valuable, but every business will have different needs. Read about some of these key skills below and then use the space provided to add other skills that will be vital to your business or industry in the future.

Soft skills

There are certain soft skills that all businesses can benefit from:

1. **Creativity:** One thing technology can't compete with is human creativity. Having problem solvers and creative thinkers will help your business overcome obstacles and achieve its goals.
2. **Collaboration:** As digitisation enables businesses to work globally, the only thing standing in the way is the ability and willingness to collaborate effectively.
3. **Organisation and time management:** Good time management skills enable staff to prioritise and increase productivity to achieve their goals faster and easier.
4. **Flexibility:** It's important to have employees who can learn new skills and adapt to changing circumstances as the business grows and evolves.
5. **Persuasion:** A great product is half the battle. Getting people to buy it is the next obstacle – persuasion skills are extremely important.

Additional soft skills:

1. _____
2. _____
3. _____
4. _____
5. _____

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Hard skills

As technology and the way your business is run and customers engage with it evolves, there are some hard skills you might want in your workforce:

1. **Cloud computing:** As cloud computing becomes the norm, businesses must ensure team members can use communication and other cloud tools effectively.
2. **UX design:** Positive experiences help keep customers loyal to your business and more and more of this interaction is being digitised. Employees who can develop your company's user experience are extremely valuable.
3. **Sales leadership:** Effective sales leaders problem solve and help salespeople perform to their best ability. Regardless of technology, this will always be an essential skill.
4. **Data analysis:** Data is only useful if it can be collated and analysed. Having employees who can use data to inform business decisions is essential.
5. **Video:** Whether you use video will depend on your business, but it's fast becoming a common part of sales and marketing strategies.

Additional hard skills:

1. _____
2. _____
3. _____
4. _____
5. _____

Close the gap

Once you've identified the skills your business needs, the next stage is understanding what employees already possess and how these skills could fit into their future. To do this, try the following techniques:

- Employee interviews
- Career mapping
- Assessments and surveys
- Performance reviews

When it comes to closing the gap, you have two choices: hire people with the skills or train your current workforce. If hiring, think about how you will need to change your recruitment process to bring in the skills you need. If you are training, look at what professional bodies or certifications you could use.