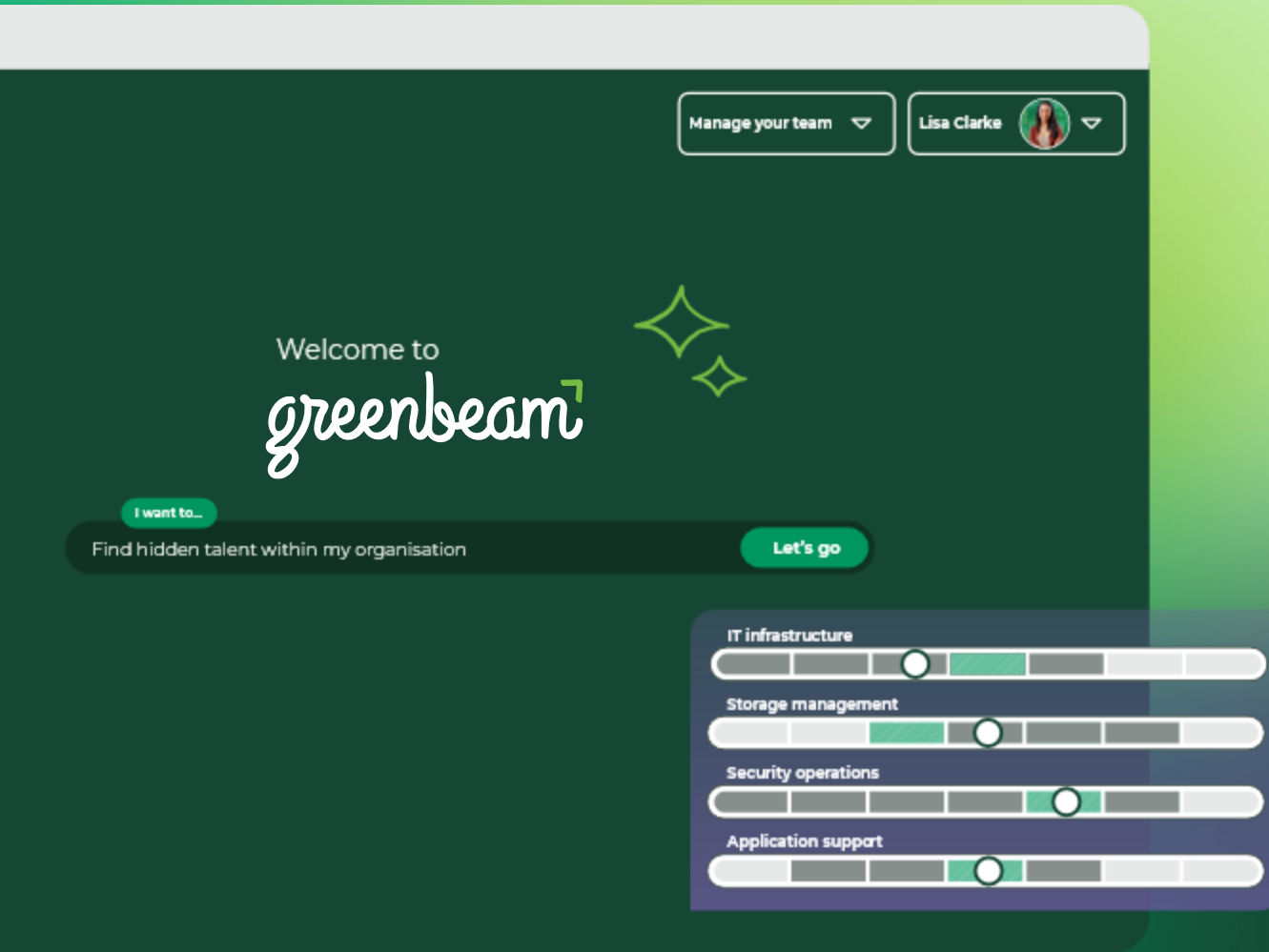




Capability frameworks & workforce planning

Webinar & panel discussion

Introducing Greenbeam

Greenbeam helps organisations move beyond broad skills data to something they can actually use to make hard decisions.

Instead of relying on generic skill labels and subjective ratings, Greenbeam defines capability clearly, gathers evidence-backed assessments, and turns that into a stronger view of who can do what, where risk sits, and what action to take next.

☒ Coverage
 ☒ Severity
 ☐ Under-utilised
 ☐ Growth

SFIA Category	Relationships and engagement				Development and implementation					
SFIA Sub-category	Marketing		Stakeholder management		Content management		User centred design			
SFIA Skill	Customer engagement and loyalty	Marketing management	Stakeholder relationship management	Supplier management	Content publishing	Content design and authoring	Customer experience	User experience design	User experience analysis	User experience evaluation
Skill code	CELO	MKTG	RLMT	SUPP	ICPM	INCA	CEXP	HCEV	UNAN	USEV
Total	27	45	69	69	29	39	94	4	3	1
7		4	4							
6	4	7	7		3	3	4			
5	3	18	35	11	7	6	7	1		
4	10	16	23	27	12	9	35		2	1
3	10			24	5	16	19	3	1	
2				7	2	3	29			
1						2				

Without a consistent, validated view of capability, organisations are exposed to delivery risk, misallocated investment, and inconsistent decision making.

Capability frameworks and capability mapping provides the foundation for data driven people decisions, enabling organisations to:



- ✓ Make evidence-based decisions on where to invest, redeploy or automate capability
- ✓ Align individual effort with the capabilities the business needs
- ✓ Reduce skills risk and stay workforce-ready in the face of change

Skills clouds vs Capability frameworks



The screenshot shows a user profile for Mary Lee, Head of Product Operations. The interface includes a sidebar with navigation links: Summary, Job, Contact, Personal, Compensation, and Benefits. The main content area displays a grid of skills tags under the 'Skills' tab. The 'Stakeholder Management' tag is highlighted with a red box. Other visible skills include A/B Testing, Agile Methodology, Amazon Elastic Compute Cloud (Amazon EC2), Backlog Management, Business Communications, Business Planning, Corporate Strategies, Cross-Functional Team Leadership, Customer Journey Ma, Customer Persona Development, Customer Relationship Management (CRM), Go-to-Market Strategies, GSM, Human Resources Operations, Lean Manufa, MVP Development, Operating Budgets, Operations Management, People An, Product Lifecycle Management (PLM), Product Management, Product Marketing, Program Management, Project Management, Risk Assessment and Mitigation, Startup Scaling, Strategic Product Partnerships, User Feedback Integration, and User Research. An 'Edit' button is located at the bottom of the skills grid.

The screenshot shows a capability framework interface for 'Stakeholder relationship management'. The interface includes a header with the Greenbeam logo, a search bar, and user information (Employee view, English, Lisa Clarke). The main content area displays a list of levels for the capability, with Level 5 highlighted in green. The 'Stakeholder relationship management' title is highlighted with a red box.

Stakeholder relationship management

Systematically analysing, managing and influencing stakeholder relationships to achieve mutually beneficial outcomes through structured engagement.

Level 4

- Deals with problems and issues, managing resolutions, corrective actions, lessons learned and the collection and dissemination of relevant information.
- Implements stakeholder engagement/communications plans. Collects and uses feedback from customers and stakeholders to help measure the effectiveness of stakeholder management.
- Helps develop and enhance customer and stakeholder relationships.

Level 5

- Identifies the communications and relationship needs of stakeholder groups. Translates communications/stakeholder engagement strategies into specific activities and deliverables.
- Facilitates open communication and discussion between stakeholders.
- Acts as a single point of contact by developing, maintaining and working to stakeholder engagement strategies and plans. Provides informed feedback to assess and promote understanding.
- Facilitates business decision-making processes. Captures and disseminates technical and business information.

Level 6

- Leads the development of comprehensive stakeholder management strategies and plans.
- Establishes and builds long-term, strategic relationships with key stakeholders to support service delivery and change initiatives.
- Acts as a principal point of contact, ensuring effective communication and alignment. Negotiates and ensures agreements meet stakeholder needs.
- Oversees the monitoring of stakeholder relationships, capturing lessons learned and providing feedback. Leads initiatives to enhance communication and relationships, promoting collaboration and understanding between all parties.

Cancel Done

Meet our panel



Tim Burt

Director, Strategy & Planning

**Future Skills Organisation
(FSO)**



Emma Connolly

Talent & Organisational Development Director

**Confederation of
British Industry
(CBI)**



Paul Wahltuch

Chief Product Officer

Greenbeam